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72 PAGES

TORCH RADIO BROADCASTS

Private Pix Screenings a Growing LONELY FEMMES' N. Y. Fair Figures to Be \$125,000,000 Vogue; \$400-\$600 Per Evening's Cost

Society habit of arriving late at all fleatrical performances and talking and visiting during the opera has an amusing echo in the growing habit of wealthy hosts who rent motion pictures for their house or apartment guests. It turns out that the habit is so strong that the socialities go right on chatting and ki lizing among themselves and don't pay too much attention to the films being innealed for their supposed enjoyment.

Practice of renting pix for private screenings in homes and on estates is not wholly new. Particularly among film officials. But in the last couple in officials. But in the last couple of years it has "grown considerably and includes many and in the industry. Number of thick-bankrollers now have projection and sound equipment in their residences and make a practice of screening films for their guests also, frequently just for themselves. Majority have no equipment, merely renting pix by the night and paying operators.

Cost for such screenings runs all the way from zero (for film exces and such) to \$500 and \$600 a night. Paradoxically, ones 'who pay the most for pix usually gander 'em (Continued on page 28)

Spanish Factions **Woo World Opinion** Via the Newsreels

Reason for continued and widespread coverage of warfare in Spain
is partially explained by newsreel
executives. Also why the Loyalist
government side of battlefields
ost often figure in reel cil Both
warring factions are striving to get
their side of the trouble before the
world. Both have camera crews
or affiliations and other facilities.
And both have been strai ing to get
their views the world's consciousness. their views

scousness.

The sesult is probably most sweep; coverage of any major conflict in many years. Franco's repel forces have been handicapped in egent months because of inability get newsreel shots out of the country.

the other hand, several forcing newsreel associations was been maintaining regular shipments of film from Madrid, headed for principal, world capitals.

Mexico Rebuilding 1st No. American Theatre

Mexico City, April ...
North America's first playhouse, the Teatro Principal in Puebla City. Is being reconditioned as a national monument by the Federal government, Theatr has not been used in 30 years.

WPA is also busy rebuilding the first U. S. theatre, Charleston,

Wordless Romance

Audrey Call, concert and die violinist, has composed a violin suite of three movements called 'Canterbury Tales,' which concerns Duke of Windsor-

ealled 'Canterbury Tales,' which concerns Duke of Windsor-Wally Simpson romance. They will be recorded next week by Irving Mills for Master Records, Divided into following: To the Lady rrom Baltimore.' The Bishop Checkmates' and 'The Duke Takes a Train.' Numbers are wordless and strictly for instrumentalizing.

KOSHER DOOLEY A CAMPUS **PUZZLER**

Like 'Kosher Kitty Kelly' Broadway musical comedy of some years back, Yvette Rugel's son, Johnny Dooley, Jr., was a bit of a campus furore in the east when trying to matriculate at one of the east-ein universities where there's a percentage quota for Jewish students. The son, 19, of the late comedian, Johnny ooley, and Miss Rugel-(Mrs. Dooley) has been brought up in his mother's faith, almost from the start. As has his sister, Mary, 17. He's now at a midwestern university, although the campus authorities still can't figure out how a guy called Johnny Dooley. Jewish by faith:

faith. Miss Miss making a professional comeback, is singing at Bill's Gay 90's nitery in New York, and also recently got a Howard Clothes cormercial over WMCA.

JES' LAZY

Fetchit's Transcription Idea For Stage Act

Wearing smoked glasses around night clubs i film star fashlon is far from the tops for Stepin Fetchit. When playing the Met, Boston, for Paramount a couple week ago, he opened is act by letting a record of his regular routine do the work for him while he sat on the stage in an easy letting science do its stuff.

stuff.

The Par h.o. found out about it and called for the contract which, sure enough, specified he could use a record. They didn't know it was a record of his whole act, however, so what to do became the burning problem. At about the time when Par was ready to let him go, despite the \$2000 a week salary, the record accidentally got broken.

Fetchit filled out the week doing

Fetchit filled out the week doing the act himself.

MIDNITE WAILS

Disc Record Request Programs Used as Q.T. Cues Their Loneliness Torch Songs Played Always Include Gals' Names and Addresses

TELLS THE WORLD

Lonely ladies have discovered the all-night phonograph programs on some of the metropolitan New York radio stati It's a swell chance to cure their loneliness by contacting romance through messages delivered in the form of requests for musical in the form of requests for musical numbers. Radio stations make a practice of playing the recorded tunes after first announcing the name and address of the person making the request broadcast. Programs start around midnight.

Start around midnight.
Softo yoce giveaways are the titles selected by the gals. Requests are invariably forchy and as frequently as possible have a romantic meaning. Titles such as 'I'm Lonely,' Come To Me My Melancholy Baby,' 'Ain't Got Mobody,' 'Lover Come Back,' 'Plenty of Money and You,' 'Lonesome and Sorry,' 'All Alone 'etc., are overworked.

overworked.

Couple of the station boys are cognizant of the disguised messages, but are minding their own business. Same programs are also used by wives seek! their wayward or lushed hubbi Station boys figure there's no use curtailing one's own livelihood by eliminating any, listeners. And it comes under the head of public service, anyhow.

In the Red Before It Opens in 1939

Turnover

Chicago, April 6.
Not far from here there's a small town with two film theatres. At one of these theatres it has become almost a dally dition that before the first ight show house lights go up and the manager stakes on stage for the following announcement:

for the following announce-ment:
All you kids who've been in here since I o'clock get to hell out, and let some people sit

LEGIT SCRIPT **PUTS FTP ON PAN**

Los Angeles. One of the kickbacks directed at Federal Theatre Project, as presently handled, has appeared in N. Y. in script form under title of 'Uncle Sam Presents' by Julian W. Thayer, Piece is looking for a \$40,000 bank-

roll and while waiting for it is to be produced in Los An

to be produced in Los An at Belasco which has been taken over by A. H. Woods.

Material has come out of feud in L. sector where J. Howard Miller was the centre of the attack.

William Perlman, once head of playreading department in FTP in L.A., is thought to be Julian Thayer.

With the opening still more than vo years off, the New York World's Fair has already spent approxi-mately \$1,500,000. taff now totals mately \$1,500,000. 570 full-time employees, with that number swelling constantly. Offices cover five full floors of the Empir State Buildi

Before the Fair officially opens on Before the Fair officially opens on April 30, 1939, figured \$125,000,000 will have been laddled out. Fair itself will fork over around \$25,000,000 of that amount, with private exhibs, foreign governments and concessionaires putting up remaining \$100,000,000. Grover Whalen and aides estimate (and hope) for attendance of 50,000,000 the first year, to guarantee success. That's at an average rate of about 250,000 daily for the sinonths. the Fair will be open throughout 1939 and probably 1940. Some idea of the magnitude of the

throughout 1939 and probably 1940. Some idea of the magnitude of the New York Fair, according to present figuring, may be had from comparisons with the Chicago Century of Progress, which was the largest up to then. Cost of the Chicago show was around \$40,000,000 before the opening. Attendance totalited 21,000,000 the first year, at an average daily rate of about 120,000. Personnel setup of the Fair which

Personnel setup of the Fair, which began with a group of seven men

(Continued on page 71)

New Cooling System Proposed for Legits From Central Plant

A new plan for air-conditioning and cooling legit theatres is being proposed. The system provides for a central operations station, but there is to be no piping of chilled air. Sponsors of the plan claim the system can be electrically, operated from one plant or station.

If the system proves practical it would solve a vexing problem on Broadway. Legit managers have held off putting in modern conditioning apparatus because of the cost of installation. Such individual plants cost around \$20,000. Several legiters have had modern equi ment installed, but others are using ice systems, saying the exponse of new plants is not warranted, ther is no reasonable remaining open. Proposition, as outlined, calls for a group of 20 theatres to use the new service. Cogd is not excessive, but one stipulation is that m nagers using the system, must guarantee to pay rental for five years for apparatus to be installed.

One N. Y. house which will operate through summer is the Booth, which has 'You Can't Take It With You.' It is claimed that the theatre can maintain a temperature of 55 degrees, with a system which is not modern. Reason is that the sun never strikes the building.

F.D.R. An Ardent Film Fan But Biz Mustn't Ballyhoo the Pix He Likes

The Hays Office maintains an absolute ban on all picture companies allugging fact that President to remark after a screening: to remark after a screening of the screening is a screening in the president, a fan, has a project in his on duty daily in the White Hous and almost nightly a screening is run off. F. D. R. usually sees only a couple of celluloi is weekly. When he doesn't sit in, his family and members of the White House personnel can be counted on. The entire White Household like pix.

The quictus imposed by the Hays Office is so rigid no company, can even release the name of a film shown in Rosevelt residences, including Hyde Park. N. Y., and Warm Springs, Ga, much less publicize any

Screen Actors' Guild Gets No Look-In as Pat Casey Reaches Studio Labor Accord; 10% Tilt

After meeting only two days, Sunday and Monday (4-5), with minimum of fireworks, as predicted, the producers' abor committee headed by Pat Casey reached an agreement providing for 10% increases to four internationals, under a five-year basic agreement, and stand willing now or at any later date to take back the Brotherhood of Painters, which is trying to bring other groups in with them. Musiclans remain at same rate, having asked for no increase.

Except that the painters are still out; the fact that an unrelated group is trying to tack onto this union; the threat of the Screen Actors' Guild to cause trouble, which isn't taken too seriously by the producers; and discussion concerning inclusion of the laborers under the basic agreement, there is nothing confronting, the producers that may prove troublesome. Advance information was that the producers did not fear serious trouble this year, in spite of the fact that the efforts of the Screen Actors' Guild toward participation in studio agreements have pation in studio agreements ha fallen on unlistening ears to date,

allen on unistening ears to date.
The producers are reported refus
ng to believe that the SAG wil
trike, or it it does, that the organ
zation can cause much trouble
(Continued on page 27)

HAYS REPORT OMITS PIX-RADIO REFERENCE

No mention of exhibitor squawks against the appearance of picture stars on radio network programs was made by Will Hays in his annual report. In fact, the only outright mention of the word 'radio was in connection with sight-andear enterfainment, 'Just as seeing hetter pictures is itself an influence toward higher standards of picture appreciation so is hearing better anguler radio lifting the musical appreciation of the public.'

Some trade observers, however, believed that his closing remarks might be interperted as partly, at least, referring to radio competition. In this, Hays said:

It would be easy to assume with the many pathfinding pictures, that the industry can afford to rest on its achievements. There could be no greater mistake.

Public taste is not static, and there is no single formula for the continued acceptability of motion picture or other entertainment. The industry cannot afford ever to discontinue the vast entertainment research interent in the making of pathfinding pictures. It must forever blaze new trails with new products for the screen.'

Astaire Tied to Packard, 'H'wood Hotel' Deal Cold

"Hollywood April 6.

"Hollywood Hote!" is passing up 'Shall We Dance' due to the inability to get Fred Astaire who is tied up exclusively with Packard for the air. Instead, Louella Parsons is using Ginger Rogers solo in 'Vivacious Lady' some time in June RIKO: is also cold on airing 'Dance' without Astaire, as it deems it bad merchandizing.

'Dance' was slated for April 16. ilm gets national release April 23.

U's Campus Scouting

Ryman, ide to Harry vans, iversal's eastern talent ief, starts on a month's talent trek

ief, starts on a month's talent trek rat of next week. Plans to scour midwest territory but search for new faces will not be confined to any particular region or city.

Several colleges will be contacted to survey senior thespian possibilities just before graduation.

Joe Holton, first aide to Joseph Pincus, eastern talent chief for 20th-frox, is on another swing through the west seeking new faces. Talent scout is particularly interested in specialty artists for use in vast program of musicals planned by company.

The Lay Idea

Current issue's Forum dept. on page 71 includes a letter from layman on the film-radio situation which should have wide trade interest.

have wide trade interest.

Referring to a filmusical, which the layman was keyed up on, through the radio exploitation, the attitude of a film fan about the plugging of forthcoming pictures on the air may be the answer to the pix-radio discussion.

THOMSON RETURNS **WEST AFTER PARLEYS**

Unsuccessful in attempts to participate in producer-union pourpar-lers in New York, Kenneth Thomson lers in New York, Kenneth Thomson-left yesterday afternoon (Tues.) for the Coast to determine what imme-diate action will be taken as a result of a rebuff, again, by the Casey com-mittee this year. Should Thomson and the executive committee of the Screen Actors' Guild believe that a strike is both Justified and advisable at this time, the matter would sup-posedly go before the body for a vote. Of the 5,000 members in the SAG. 2,000 are of the senior grade and 3,000 junior.
While it is claimed that the five

while it is claimed that the five internationals which are part of the studio basic agreement stand ready to support the SAG and backed petition for recognition, none of these powerful unions refused to sit in with the Casey committee unless Thomson was also permitted to take part. One supposition expressed was that, although the five internationals might lend moral support, it is question whether they would be willing to engage in a sympathetic strike, calling out their lower-salaried employees in order to aid star and featured-player members of the SAG.

LEHMANS AND PAR

S. E. C. Reveals Stock Holdings Loew, Rubin, Cohn's Shares

Washington, April 6.

ig new investment in Paramouni
by Lehman Bros, was revealed Saturday (3) in semi-monthly statement
of insider transactions issued by U.S.
Securities & Exchange Commission.
Few other film deals were spotlighted.

lighted.

Leading the list, Lehman firm grabbed up 167,000 units of Par's 1935 series 20-year debentures in addition to prior holding of 6,000 shares of common, which put John Hertz, Lehman partner, on the board. Only other Par transaction was giff of 400 common by Y. Frank Freeman, slicing his investment to 600 shares.

man, slicing his investment to 600shares.

Overdue statement showed Arthur
M. Loew cutting; his interest in
Loew's, Inc., during December via
gift of holding company stock. Dealinvolved reduction of 1,721 shares
of his proportionate interest, leaving
him with 2,198. J. Robert Rubin was
shown as big buyer during February, picking up 13,996 common and
swelling his batch to 16,890, in addition to 350 pieces of preferred
owned through holding company.

Small increases in Jack Cohn's Interest in Columbia Fictures via conversion of certificates occurred in
February, Report showed he picked
up 12 shares of rommon, making his
total 517, and 964 voting trust certificates, gi him 39,534 of this
denominati

Korngold's Opera

Erich Wolfgang Korngold, Viennesse composer, currently on a WB contract in Hollywood, has completed an opera, 'Catherine.'
Wrote the piece on the Coast, but will give his native Vienna a break by having it world-preemed there. Has been put on the Vienna State Opera sked for the 1937-38 season, though not yet completely cast nor dated.



KEN MURRAY

Atlanta Georgian says — "Ken Murray, delightful funny man who makes you roar with delight every week on the alrwaves, will be the fifth top-notch stair of radio with a daily "feature" in the Georgian. The others are Walter Winchell, Robert L. Ripley, Edwin C. Hill and Lovella O. Parsons. Watch for his first re-lease tomorrow."

WILLIAM MORRIS AGENCY

SAILINGS

April 28 (New York to London). rthur E. Lee (Normandie).

April 16 (London to New York Alistar Cooke (Pres. Harding).

April 14 (New York to London Robert Ross, Richard Aldrich, Irvi Marks, Charles Lederer (Nor

mandie).

April 8 (New York to Porto Rico)
Eduardo G. Gonzales (Coamo).

April 7 (New York to London)
Sidney R. Kent, Nat Pendleton, Giovanni Martinelli, Walter Hutchinson,
Mrs. Erno Rapee (Queen Mary).

April 7 (New York to Paris) Helen Morgan, Danielle Delbruyere, Mar-celle Tinayre, Georges Lanternier (Lafayette).

April 5 (New York to London)
Cornelia Otis Skinner (Britannic).
April 4 (New York to Bermuda)
Mr. and Mrs. Joseph M. Koehler
land).

April 4 (New York to Mermuda) ir. and Mrs. Joseph M. Kochler

Mr. and Mrs. (Volendam).
April 3 (New York to London) Nat
Levine (Rex).
April 3 (San Francisco to Shang-hai) Sol M. Wurtzel, Louis Breslow
(Then Houver).

Levine (Rex).

April 3 (San Francisco to Shanghai) Sol M. Wurtzel, Louis Breslow
(Pres. Hoover).

April 1 (New York to Paris) Falmund Lowe, William G. O'Brien,
Yonel Cotnareanu, Louis Amic. M. E.
Burtan, Archi Randall (Ile de
France).

N. Y. to L. A.

Fay Bainter:
Robert Benchley,
Whitney Bolton,
Blayne Butcher,
Mike Conolly,
Al Dubin,
James Montgomery Flagg,
Four Rhythm Kings,
J. R. Grainger,
Oscar Liese,
Loria Bros,
Edwin H. Morris,
Ritz Bros,
Sid Rogell, Fay Bainter. Sid Rogell. Kenneth Thomson. Virginia Verrill. Harry Warren. A. P. Waxman. Linton Wells. Walter Winchell.

L. A. to N. Y.

Charles Collins.
J. Cheever Cowdin
William Danforth.
Ernest Gann.
Henry Ginsburg.
Ben Goetz.
Vivian Hart.
Ed Hatrick.
Arthur Jamb. Arthur Lamb. Nat Levin nd Lowe. Mike Marco Archie Mayo. Frank Moulan Eric Portman. Vera Ross.
Jan Rubini,
Dorothy Stone,
Estelle Taylor.

ARRIVALS

Karl Macdonald, Nadia Boulanger, Gilbert Miller, Norman Marshall, Sandor Incze, Mr. and Mrs. Franco Ghione.

Filmusicals' Radio Stymie

Up to press time yesterday (Tuesday) the Warner Bros. group remained the only music publishers, with film producer connections, to refuse to yield to an NBC edict and call off the restrictions on filmusical tunes, as far as sustai ing programs are concerned. Warners has elected, through Edwin H. (Buddy) Morris, its music publishing head, to stand pat on its old policy of keeping the restrictions on until the date of general release for the pictures involved.

uons on until the date of general release for the pictures involved, Although the Robbins publishing group, controlled by Metro, has lifted all restrictions on its currently riding score; Wake Up and Live' (20th Century), it has not decided whether the same arrangements will prevail for forthcoming picture scores. General sentiment among producer-affiliated music publishers, as they have been warning their studies over a year, is that the film producers and their pub alliances would be best off if they nodded to the network's requirements and limited the restriction angle to commercial programs, if that device proves successful.

Text details on the filmusical radi

Full details on the filmusical radi

Radio Film Broadcasts

What ostensibly was intended to be a guest appearance by Jeanette MacDonald on the 'Hollywood Hotel' program wound up as a 25-mi synopsis and plug for this film star's current release, 'Maytime' (Metro). At least that was the proposition as presented to the microphone Fri night (2). Backstage a certain amount of confusion and mani colored this broadcast,

colored this broadcast.

For instance, it marked an Appomattor for Miss MacDonald and Louella O. Parsons who, until recently, had been feuding and no kiddin. For Nelson Eddy, opposite Miss MacDonald in the picture, this radio occasiom was something of a Bull Run. Fernme player explained her co-star's absence from the program as being due to a concert tour, but it is understood that had Eddy been on the Coast he would have declined this invitation anyway. It seems he doesn't believe in giving his voice to a commercial sponsor for nothing. It is also reported that Eddy so declared himself at the time the idea was first broached. Hence, the conclusion that while he didn't exactly run out, he would have done so had he been around. In addition, Miss MacDonald's appearance on this hour marks a change in her attitude as to making a gift of professional appearances.

Meanwhile, there was the studie's stand. Lately growing increasingly

change in her attitude as to making a gift of professional appearances. Meanwhile, there was the studio's stand. Lately growing increasingly cool on the radio thing as regards its pictures and people, it was said that Miss MacDonald virtually flung down the gauntlet when studio heads protested this broadcast. So what was the windup? Not only did the studiokay the use of tunes from Maytime but also appearing on the program were Hunt Stromberg and Robert Z. Leonard, respectively producer and director of the picture. Meaning that at the finish the whole thing must have had some sort of M-G-M blessing. All rather confusing, of course, in signifying another quick switch in front.

It may be as well to first take up the matter of the men behind the amera appearing on radio-film broadcasts. The summation is that they lon't belong

don't belong.

Regardless of what Hollywood may think, and no matter the personal urge to edge in for some publicity, the quicker production executives realize that the public inn't interested in who manufactures the picture the better. Those credit titles on a screen may mean everything to Hollywood, but over the Los Angeles city line they're a stage wait. Another thing execs, and directors, might keep in mind is that among the greatest lulls radio thas known have been those presidents, and vice-presidents, who prattle about their commodities.

wno pratue about their commodities.

For this event 'Maytime' was given the final 25 or 30 minutes on the air and right off the bat the program failed to give Miss MacDonald any the best of it through having her preceded by a girl with a voice of similar calibre. It meant two sopranos almost immediately following one another. In vaudeville that would be lousy booking; in radio it's deplorable judgment. Verily, if they can't even take care of people who are appearing gratis it's just too bad.

in vaudeville that would be lousy booking; in radio it's deplorable judgment. Verily, if they can't even take care of people who are appearing gratis it's just too bad.

Further, there's something here for Miss MacDonald to ponder. Radio is not only a matter of publicity for herself or her picture. It's a cinch that if Maytime' is as good as they say it is; and boxoffice reports so indicate, then the film doesn't need a radio boost. Word-of-mouth will get it more business than all the broadcasts over all the networks they can find. Therefore, when a picture is as good as this one—what can radio do for those guesting are not even paid. So they're really playing a benefit. Who forgetting that on 'Hollywood Hotol' they truly give it away for those guesting are not even paid. So they're really playing a benefit. Who for? Campbell's Soup? Lolly Parsons?

All of which prompts-the thought that possibly radio is best for the intermediate pictures. Nothing helps a bad one. But a sock film doesn't found out that it has a hit. Here is a concrete example of giving away something which has already established itself as desirable. For wha!?

But getting back to Miss MacDonald. As concerns radio she might give a thought to figuring out just what it can do for, or to, her. Radio should not be just a careless fancy with this girl. It's more serious than that because when she goes on the air the distalled push therself in competition with other femme radio sopranos. And there are some pretty good voices on the air. The fact that Miss MacDonald can hold her own with the best of them is not the point. The point is that Miss MacDonald who has already establicity? She gets her share. There are many radio vocalists for whom it is as well to remain unseen. Yet, that assuredly doesn't go for this star.

If Miss MacDonald deems it a matter of prestige she might mult that over, too. Basically, and rather obviously, Miss MacDonald is in the fortunate position at the moment of not needing radio. It is also possible she has not given be a s

wind country in early and it would mean more to her than necesses now the missing Mr. Eddy with the script leaving the story incomplete which, as a teaser idea, was reasonable. In between came the mislodies from the operetta. These were delivered well enough if rather haphazard on continuity. None of it actually seemed important. Rather was it a case of some nice singing without anyone knowing exactly why.

Prior to launching the 'Maytime' extravaganza Miss Parsons confidentially whispered (across a network mike) to Miss MacDonald that 15,000,000 were listening. If we remember rightly radio men didn't estimate many more than that for the first of the President's freside chats during the bank crisis. So Miss Parsons simply put herself up there with F. D. R. Which is fair enough because 15,000,000 people are a lot of people, and her guess is as good as anyone's—but prove it, Lolly.

LM RENTALS MUST GO

Film Labor Accord Points Way NOT APACE WITH

At the very moment when some of the largest American industries are engaging in bitter labor controversies resulting in stoppage of production and loss in wages to unnumbered workers, the film industry, after amicable conferences, ladopts an upward wage scale affecting nearly all crafts employed in production. More than 20,000 workers are directly affected in the wage increases, but many times that number benefit immediately from the fact that a major internal adjustment has been accomplished without loss of a single day's work at the studios and without the suspension of one hour of operation in the nation's 13,000 theatres.

What has been done reflects much credit on the picture business, spective of the merit of the claims for increased compensation to stu io crafts, the manner in which the conferences were handled and the appeared desire of the representatives of both management and labor to reach an early and just solution, can well be regarded as formulas which American industry, as a whole, might study with profit.

Collective bargaining in nearly all branches of show business was no brought about without a full share of headaches. The very nature of show business, constantly shifting and changing to keep pace with the public's fickle entertainment demands, has made necessary constant read justments in labor relations. It is unquestionably true that the industry policy of short term agreements have resulted beneficially in maintainin some semblance of proper balance in these matters.

The very mechanics of the operation of the film industry do not countenance labor strife of the kind and character with which the newspapers are smeared at the present time. Cessation of production, even for a few weeks, would have its immediate effect on the operation of hundreds of motion picture theatres. Distribution of films is synchronized to production, and exhibition, week after week, is wholly dependent on the machinery by which positive prints keep flowing with regularity to and from the film exhibits.

The only reserve in the film industry which could bridge over inter-tupted distribution is a sense of humor.

Likewise, the craft workers at the studios, who are beneficiaries of the new agreement, with few exceptions, are engaged in employment which is unique and quite different from comparable occupations in other industrial fields. They are as closely tied to film producing for their livelihood, is the exhibitor who depends exclusively on pictures.

rue week's conferences adjourned without tackling the demands of the Screen Actor's Guild for the recognition it is demanding to be included in the basic labor agreements. The Guild claims a membership of 5,800 of whom 3,500 are registered extras. Ultimate disposition of the Guild claims, therefore, remains as the dramatic suspense in the industry's play of labor relations.

Laemmle, Jr., Buys 'Clitterhouse' Which WB Play-Financed

Pittsburgh, April 6.
Boyd Crawford, graduate of Carnegie Tech drama school, once active in little theatre work here and now on Broadway in Mark Reed's comedy hit, Yes, My Darling Daughter, has just been signed for pix by Metro. Crawford doesn't report on Coast until after Daughter closes, since he has a run-of-play contract.
He's the second, Tech alumnus to hit pix in last year. Other was Polly Rowles, now under contract to Ubu unlike Crawford, she had no previous professional experience, having just graduated from drama school in June. ilm rights to 'The Amazing Dr. Clitterhouse' have been secured by Carl Laemmle, Jr. Play was presented at the Hudson, N. X., by Gilbert Miller, with Warners backing, but it is said that the London author, Barre Lyndon, retained control of the picture rights to the extent of making the deal.

price paid for 'Clitter' ver \$50,000.

ZANUCK WASHING UP **BEFORE VACATIONING**

up his personal studio activities in the next two or three weeks and head for Europe on an extended vacation. Zanuck is reported pleased ith progress made to date on cur-rent and future 20th Century-Fox

releases.

Company has finished all pictures

Metro Testing Dancers, RKO's 'Door' Recruit

RKO's 'Door' Recruit
Mario and Fioria, dancers, are being tested by Metro. Recently closed
at the Waldorf-Astoria, N. Y. Music Corp. of America handling.
Mary McCormack, legit actress, is
being tested by RKO for a part in
alm of 'tage Door' Last part was
'Crosstown' Angle of actress' possi ility for 'Stage Door' is that she
lives at the Rehearsal Club, in New
York, the locale of the Edna Fer
George S. Kautman play.

Would Remake 'Angel'

Metro is on deal to buy Shopworn Angel from Paramount as a remake for Jean Harlow and James Stewart. Par did the film in 1928 with Gary Cooper and Nancy Carroll.

INCREASED B. O.

Distribs Want the Exhibs to Pay a Proportionate Increase with the Improved Receipts-Theatre Circuit Affiliations Cue the Producer - Distribs Upped Income

PROD. COSTS UP

The film trade's new season drive keynoted by a film rentals. Comneed for hi pany leaders are ready to show these have not kept apace with a tremen dously rising gate.

dously rising gete.

The distributors want the exhibitors who are benefiting from the higher' standard of entertainment values, which companies have created at the added cost of millions of dollars, to meet the firms half-way so, that the upped standard of film amusement; can be maintained.

amusement can be maintained.
There are film firms which can
prove that the biggest part of their
consolidated net is being derived, not
from distribution and production, but
from affiliated theatre oper
Course, it is admitted that
isn't
true in every case. However, it is
argued that were the required film
rentals to prevail in the trade, there
would be no need for producer and
distributor companies to own or control theatres.
Fact that there are major exem-

Fact that there are major examples, where the affiliated theatre income composes the chief support of distributor-producer firms, is deemed distributor-producer firms, is deemed one of the strongest arguments for the continuance of major company theatre operati. This affiliated theatre income possibility is the firm's principal investment safeguard.

It is the acknowledged fact of the business that the country's theatres, in the past two years, have increased their b. o. by 50% to 100% and higher.

their b. 0, by 50% to 100% and higher.

The value of prestige fil s in maintai ing theatre standar customer satisfaction and general trade values, cannot be refuted. Such films generally are costly compared to other product: However, it is the axiom of the trade that the exhibitor, although accepting the benefits of such films: does not pay comparable enough rentals on same. Therefore, the districtions are determined their stand for higher rentals.

Costs Up 25%

Sid Rogell, usiness manager of the RKO studio, left New York Monday night (5) for the Coast. Although he ori inally planned his trip east to participate in labor meetings between producers and, internationals, he took no part in deliberations. In N. Y. A week, he made it a vacation instead, ing over the new shows.

(Continued on page 67).

20th-Fox and Metro Remain Neutral In Any Tiffing Between Maxwell-GB

Hollywood, April 6.
Early peeks of Lost Horizon, so felled one scenario writer that he chucked everything and retired to Ti intending to work himself up to a lama. Nothing was heard from hink, but this week brought three story ideas i Hollywood from the budding Buddhist. Each, he insisted, had bigger grossing bigger grossing than 'Lost Horizon' Good Earth.'

Mo. Exhibs Adither Over Report H'wood S.A. Rearing Its Head

t. Louis, April 6.
Will Hays will soon receive a strongly worded protest from local exhibs against any move on the part of producers emphasizing s.a. in new pix. The MPTOA of St. Louis, Eastern Missouri and Southern Illinois is enlisting aid of Better Films Council of Greater St. Louis and similar bodies in this territory. A syndicated story from Hollywood captioned 'Is Sex Coming Back to Hollywood?', appearing in St. Louis Globe-Democrat last week, indicated a program to inject more sex appeal in pix had been formulated. Story, liberally illustrated with females who have capitalized on s.a. is the basis on which the protest is being made.

made.
Members of MPTOA assert their patrons do not want pix which overemphasize the vamp style or play up strip-tease artists.
Members of the committee are W. A. Collins, Metropolis, III., and De-Soto, Mo., chairman; Noah Bloomer, Belleville, III.; A. Groeteke, St. Louis, and Sam Conn, exhibitor with houses in Collinsville, III., and here.

ARTHUR LEE ABROAD

Arthur A. Lee, v. and general manager of Gaumont-British of America, is leaving for the other side later this month to discuss future policies and setup for GB. Among other things, the question of whether George W. Weeks will remain with the company on expiration of his contract May 1 is to be settled.

Understanding is that Weeks has been asked to stay on pending London conferences and determination of more definite plans. Reported Weeks wants more complete say-so on GB sales, if accepting a new contract.

London, April 6.
Neither 20th Century-Fox
Metro is taking sides in the altercation between the Ostrers and John
Maxwell. The American firms ar
minding their own business. Any
talk ich would link the American
companies ith cither faction in the
battle of the Britishers is wrong.

companies ith either faction in the battle of the Britishers is wrong.

There are indications that Maxwell might have coveted support of the American firms pending suit against the Ostrers, However, it's the official inside that the American companies shrugged down such implicati

In so far as the American concerns of the attitude on their side prevails that the G-B situation, as discomforting as it may appear to be, is business matter and not a problem of personalities.

Both G-B and the Maxwell circuits are customers of American film firms, and in this regard, the Ostrers may be as close to either 20th Century-Fox or Metro as Maxwell, and vice versa, both being substantial and important product users.

There is no secret here of the fact that both the Ostrers and Maxwell lave been bidding strongly for the better selection of 20th Century-Fox or Metro as the continued of the work of the work

(Continued on page 28)

G-B Divvy Suit On

Injunction mont-British, pany from payi dends, started day (Trial to

London, April 6. against Gau-restrain the com-reference divicourt here to-

fore any li

TO HUDDLE WITH GB

120

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Sports Units

set for this season's release, and will have eight features ready to go before the camera in the next 10 days. Hobbs Congressional Quiz Into Pix Biz Too Drastic; Industry Aroused

Metro's Boyd Crawford

Sid Rogell Back West

Industry leaders have pierced the smoke-screen which heretofore has concealed the sweepi import of the Hobbs resolution in Congress, which would subject every phase of the picture business to the probing of a special committee, and rewholeheartedly aligned against the proposal.

Representative. Sam Hobbs, of Alabama oftered the resolution several weeks ago, and it subsequently has been referred to the rules committee of the house at Washington. Squawks of independent exhibitors against the drastic tactics seemingly adopted by a new circuit perator in Alabama are believed to lave prompted Hobbs action.

Only break that the fil industry is getting, at least temporarily, is that

Robert Riskin is a polite chap, and so when he hears discussions of Lost Horizon, which is all the time, every place he goes—wherever picture people are assembled, his entrance has become the cue for violent outbursts, on the subject—he listens, but he no longer joins in the fray. He has, he confesses mildly, nothing left to say.

For to Mr. Riskin, every single, element of "Lost Horizon that sets people to arguing as if their very lives depended on it, is old stuff. He's already been through it. Frank Capra and he went over it all a million times. Every change, every addition, every effect, every interpretation, was weighed, considered, pondered, probed. Not a point of controversy that has since arisen (and God, how grim the shosts, they all have) that Capra and he hadn't already thrashed out till limp, examined from every angle, studied for every reaction, before they finally arrived at a decision about it. There were, it used to seem, a dozen solutions possible for every point at issue. The one they eventually hit on made it because it had withstood the toughest scrutiny, the deepest analysis, the most critical barrage of pros and cons, that they were capable of giving it is a subject to the propose of the propose

guments themselves make him very happy.

In Other Words—OK B.O.

If it's resulted in a thing so discussable, he said, 'why, that's marvelous' Lost Horizon's greatest value—to the industry, at least—may lie in the very fact that it's become a battleground. Everybody's got such definite convictions about it. Everybody gets so worked up about it. Everybody, he said, pleasantly, takes it hard. Himself, Riskin likes it and is proud of it. They tried to be different: and nobody can say that Lost Horizon' is run-of-the-mill. Lots of people, he added, 'got a whole lot out of it.'

Now, after his recent exposure to the philosophic content of 'Lost Horizon', it was clear from the atmosphere of worldly success tastently pervading his tower suite at the Pierre, that Mr. Riskin had once again achieved a measure of calm, if not quite utter peace. For, after a steadying noontime breakfast, ponderings upon Thoreau slunk into his conversation, and he wondered, fleetingly, if Thoreau's simple life was so fantasic and fairyland after all, or is if the real thing; and is the flantasy, actually, the mad life we live today—but he still managed to tut the last phrase in quotes. Nevertheless, wrestling with Lost Horizon' has left its marks on Mr. Riskin, Listening to his musings, he says, is friends watch him closely, horrified and yet fascinated, for fear he's going to take 'Christian Science next. Came the Dawn

As a matter of fact, he did have a succession of the content o

Came the Dawn

Came the Dawn
As a matter of fact, he did have a
revelation the other night, a revelation that, in his present introspective
state, knocked him for a goal. Moreover, it came to him on his birthday,
a birthday that he regarded as
a milestone in his life—which, he
feels, makes it all the more mystically significant and shatteri in its
import.

imoort.

It happened at the Paradise. Like all good visiting firemen, dutifully he had repaired thither to observe the convention of ogling the girls, and after he had acquitted himself, he thought, in the best tradition, the customary bevy of young ladies was sent to his table as reward. Picture, then, the slow birth of his amaze- (Continued on page 57).

Hollywood, April 6.
Four old Rolls Royce autos
bought by Sam Katzman for
his serial, Blake of Scotland
Yard, will be given as bonuses
to crew for bringing picture i
on schedule.

on schedule.

Recipients will be Bob Hill, irector; Fred Preble, technical man; Fred Bain, cutter, and Otto Buhner, electrician.

WHITBECK PRODUCING ROGERS CHARITY SHORT

Hollywood, April 6.

Short to be screened in theatres throughout the country in connection with the Will Rogers Memorial Week Drive, beginning April 30, to raise coin for the Saranac Lake sanitarium will be produced by Frank Whitbeck, Gary Cooper, Allen Jones and Harry Carey will be featured. Three units will contribute to the production. Henry Hathaway will direct Cooper and Carey, E. Mason Hopper will handle Jones, with Henry Stothart and his ork recording Jones' rendition of 'Old Faithful.'

Hopalong Double-Steps To Wind Up Par Series

Hollywood, April 6.
Shooting two Hopalong Cassidy pictures simultaneously, Harry Sherman is winding up his six-picture series for Paramount. Both films are in production on location at Sonora, Cal.

Cal.

Bernardine Hayes and William Boyd top the cast of 'North of the Rio Grande.' Others in picture are George Hayes, Stephen Morris, Russell Hayden, John Beach, John Rutherford, Walter Long and Lee Cobb. Nate Watt, director, also is shooting scenes for 'Rustler's Valley,' last of series.' When location outfit returns to the studio here, interiors for both pictures will be made.

Goldwyn Brings Broadway 'Dead End' Cast Kids West

'Dead End' Cast A.Ms. wes.

Sam Goldwyn-is importing all theyoungsters in the legit 'Dead End,'
currently in its '86th week on Broadway, for a filmization of it. Edwarf,
McNamara, handling the legit lead,
was also contacted
same role in the film, but deal is
off because of differences on money.
Sylvia Sydney will handle the
'temme lead.

Sylvia Sydney will handle the femme lead.

With the kids going west next month, play ill probably fold in New York, although there is some thought of trying to continue it with new youngsters replacing. These would mostly be recruited from the

Lou Brock's Duo

Hollywood, April 5. A Dorian Otvos, Broadway show scripter, and Gay Stevens, former writer with Ziegfeld and recently, on radio, are concocting an yarn, Behi the Mike, for Lou Brock production at Universal.

Another Brock pic, an untitled story dealing with a district attorney as the central character, is being written by Lester Cole and Robert N. Lee. oth are slated for late May production.

Make Way for Garbo

Reversing usu process of indie distribs of foreign pi Durword Piets, has decided to temporarily, shelf. French-made 'Camille until the Garbo picture, of the same theme has largely run its course

course.

DuWorld figures Garbo is a bit too tough as competish.

Grady in 'New Faces'

Hollywood, April 6,
Bill , youthful Broadway
warbler, goes into New Faces of
1937 opposite Harriert Hilliard.
Leigh Jason is directing.

Columbia's Softball Pic

Charles Quigley, Jacqueline Wells, Patricia Farr, Rita Haworth (for-merly Cansino) head the cast. Jacqueline Wells draws femme lead in 'Miss Casey' under her new contract.

ANNA MAY WONG'S DEAL FOR 4 PICTS AT PAR

Hollywood, April 6. Anna May Wong has signed a con-tract to do four pictures at Para-mount.

First production, as yet unselected, is tentatively set for Sept. 1.

HAYS FINALLY OK'S PAR'S 'MADRID' SCRIPT

Hollywood, April 6.

After long deliberation, the Hays office has finally okayed the script of Paramount's Last Train for Madrid. Studio had to remove sev-eral situations deemed objectionable by Haysites. Gilbert Roland draws the lead with James Hogan direct-

Picture is first producer job for George Arthur, recently elevated from head cutter.

Robert Montgomery goes into Spanish Omelet at Metro after completing his Warners loanout stint.

Yarn, with Spanish revolution background, by Edward Hope Coffey and ran in Cosmopolitan.

Sedgwick's App. Op. Due

Hollywood, April 6.

Edward Sedgwick goes to the hospital for an appendectomy on completion of his direction of 'All Is Confusion' for David Loew.

A nurse has been on the set the past few days, ith director tided over with ice-packs.

COME OUT OF THAT TREE

Search For Tarzan on Again As Gehrig Just Not the Type

Hollywood, April 6.

With Lou Gehrig, New York Yankee's swatsmith, eliminated as a Tarzan, Sol Lesser, producer of a Principal Pictures series under an arrangement with Edgar. Rice Burroughs, is looking everywhere for an athlete to do justice to the part. Gehri, due to his baseball activities, will go into an actioneer, "The Trail Blazers," which is Skeded to start in the fall.

Meanwhile, Lesser has the sport newsreel commentator, Ed Thorgerson, and others, looking over the Atlantic seaboard and midwest athletes, from professional hockey players to track stars, for a likely candidate for the inging Tarzan. Hollywood, April 6.

Zukor Estate Goes Golfie

Adolph Zukor's private golf course and swimming pool, plus guest house, at New City, N. Y., is to be turned into a club this summer.

Membership fee will be \$100 an-nually, taking in the golf course, locker rooms and pool.

Lamour in 'Havana'

Hollywood, April 6.
Dorothy Lamour and Leif Erikson
will be featured in 'Havana,' which
is in the early stages of preparation.
William LeBaron will produce.

'DEVIL' GOES 'HERO'

Hollywood, April 6.

Honywood, April ...
Columbia, figuring 'devil' has been overplayed in titles, has changed billing oh its Richard Dix special from 'The Devil Is Driving' to 'Once

Shooting with Harry Lachman di-recting started Thursday (1).

Going Places

By Cecelia Ager

Little Chance to Make History

Charles Boyer and Jean Arthur, in a picture with the title 'History Is.' Made at Night,' is a succulent set-up to send the flaps scurrying to the theatre in frenzies of anticipation. It sends them out, however, becalmed, since its most vital instruction to them is the suggestion they'd better not cross the Atlantic on the maiden voyage of any super-liner, because, should he get into a fit of pique, the owner of the ship is apt to order the vessel rammed by an iceberg just so his wife, Miss Arthur, who doesn't love him, will get a good jostling and along with everybody else aboard, maybe drown. But, since the flaps are not likely to find themselves on such junkets anyway, this warning doesn't stir them terribly. Where's the history being made at night, they'd like to know.

For the little footnote about the joys of tangoing in bare feet, while undoubtedly whimsical, can not be considered practical enough to start a trend. Though it's true it does have a touch of abandon, it isn't comfortable, nor esthetic "either, and besides, just a touch of abandon doesn't make history. It takes, they learned long ago from Miss Garbo, a lot. Though Miss Arthur wears a pelgooir for this number, and scientifically, a pelgnoir is classified as an intimate garment, it so happens that Miss Arthur's pelgnoir has a smany folds as a Wiener Waltz dress, enveloping her completely in a cloud of graceful and sparkling mist and also propriety. Even she realizes the thorough decency of her costume, whatever you call it, for soon she stops clutching her mink cape about her in little spassns of modesty, and lets it fall, in a gesture of utter elegance, on the floor,

floor.

Though, in 'History Is Made at Night,' the flaps see mink capes lic on the floor, people use ship-to-shore telephones as casually as common folk drop nickels in the slot at the corner drugstore, and luxury so rampant that Miss Arthur tears up her ticket for Europe on the Hindenburg as if it were last month's Sweepstakes receipt, still they brood that they've been betrayed. The thing that eats them is the brevity of their M. Boyer's and Miss Arthur's romantic interlude, their painful shyness, though they seem so worldly, that compels them to talk to one another through Coco, a 'hand-ie' puppet; their constant separation just to appease the voracious plot, their high-mindedness and Mr. Boyer's moniness on the rare occasions when they're permitted to be together. People, who could make history if anybody could—if only the pictures would give them the chance.

The Charming Mr. Gravet

Fernand Gravet has an adequate crop of shiny black hair, his eyes are large and nicely spaced, he looks well in dishabille, and members of the cast of The King and the Chorus Girl' find that. he has considerable charm. Too much charm for his own good, they say, emphatically and often. Sometimes they grow a little hysterical, insisting.

But this is a free country where one man's charm can very well be another's poison; where the saying 'send for Lubitsch' has become a part of the folklore; where many people are very sentimental about kings. They cherish the thought that kings express authority effortlessly and don't have to screech to put it over; they consider hangovers—no matter how ingratiating the lock of hair that tumbles over the hung-overed one's brow-collegiate, and it hurts them to see a king sleeping in a bed suitable for Mae West, in a black and white apartment with gleaming floors and heterogeneous factory-made objets d'art arranged in coldly precise balance, as a royal lay-out. There is so much geometric clarity and frosty glisten to these diggings, they quite nip royal charm in the bud. In fact, not until he escapes to Joan Blondell's house and puts on her low-necked, be-ribboned pyjamas, does Mr. Gravels, charm really bloom.

Miss londell is sensitively cast as the chorus heads and some some for the Brooklyn, and she does a fine and dismissed.

bloom. Miss londell is sensitively cast as the chorus $\frac{1}{16}[III]^{Al}$ nostalgic for Brooklyn, and she does a fine and dignified job of considering herself unworthy of the king, though it does slow up her performance somewhat. Like the rest of the picture, she looks very glossy. Mary Nash, playi a duchess, takes it very seriously.

Does Shirley Ross deserve Bing Crosby? That's what young women watching 'Waiki i Wedding' ponder amusingly. Is Miss Ross good enough for him? Not exactly 'good'—they don't mean that—she's 'good' all right, as good as good can be. Awful good, in fact. They mean, well, does she deserve him? What is there about Miss Ross that gets her chosen by the gods to go sailing in the moonlight all over the Hawaiian Islands with Bing. Why her? Because she can harmonize? That's not hard. Because she sanie? Regular? Amiable? Sweet? She's all that and so are thousands of others. The trouble is, she ought to be a knockout too. Just because Bing's so indolent and easy-going is no reason to take advantage of his laziness. A boy like that needs protection, since he's so alackaday he manages to bestir himself only just in time to make the final fadeout clinch.

Leonard Fields Wins Step in Agency Suit

Los Angeles, April 6.

Demurrer i suit in which Hoff-man-Schlager, Inc., sought to obtain man-Schlager, Inc., sought to obtain \$5.880 in actual and potential commish from Leonard Fields, supervisor and director at Republic, was sustained by Superior Judge Robert W. Kenny. The judge held that the case should have been submitted to the California state labor commission for arbitration before the suit was brought.

In November, 1936, Fields served notice of dismissal on the agency as his representative. It sued for commish on \$56,800, which is the amount alleged Fields would earn during the five years of the agency pact.

Harry Sokolov, attorney for the agency, received 15 days in which to file an amended complaint. However, it is probable that the situation will be placed before the labor board first.

Ewing Scott Seriously Injured in Auto Crackup

Hollywood, April 6.

ing Scott, film director, is in a critical condition following an auto crackiup Saturday (3). He's in the hospital with a broken kneecap, gevere face lacerations and possible internal injuries.

Work for 36,000 Extras In March Tops '35 Peak

Hollywood, April 6. Around 36,000 extras received work during March, with the figure topping the 1935 peak i any month by several hundreds.

Salary total, however, was smaller due the fact that the largest increase was in the low salary class for mot scenes. The Road Back at Universal haven the extras.

Alice Marble at Par

Hollywood, April 6.
Following extensive tests, Paramount placed Alice Marble, tennis ace, under contract.
No definite assignment yet.
Helen Wills Moody is another tennister who may go ix—for 20thFox.

Fox. Phyllis Welch, in 'High Tor' on Broadway, is being tested by Metro. Sam Lyons is handling it. In addition to the Maxwell Anderson play. Miss Welch also appears daily in the John's Other Wife program over WEAF for Louis Phillippe perfume.

Marian Marsh and John Trent will head the cast of B. P. Schulberg's "The Ascending Dragon, which is in production. Supporti players are Ralph Morgan, Aki Tamiroff, Vivian Tobin and Willia Demarest.

PIX WANTS PRESS ACCORD

Industrial Films Taking Up H'wood Talent Slack; Pix Cost \$65,000 to 200G

Hollywood, April 6.
Quite a few old-time actors, as well as others working only intermittently, are getting breaks this year due to the huge jump in the production of advertising films. Several pictures, some carrying production costs of from \$65,000 to \$200,000, have been completed with others on deck. Films are shown in forenoons at the acts, before clubs, dealers, sales conventions, etc., while some are exhibited to paid admission audiences. Largest production to date include those of Shell Oil, Standard Oil of Indiana and General Electric. Wilding Picture Productions of Detroit currently is shooting an eight-recler for General Foods, tying in eight large food corporations. It is commercial programmer of the propaganda for house-wives to be propaganda for house-wives to be exhibited at club meetings, etc.

Part of the footage will be in color.

wives to be exhibited at this inter-ings, etc.

Part of the footage will be in color, Jack Boland is directing. Cast in-cludes Eleanor Stewart, formerly Metro contract player, Brenda Fowler, David Newell, Muriel Evans, Lucia Laska and Henty Roquemore. Five-Reel Oiler

Dowling & Brownell recently completed a five-reel picture for Shell Oil dealers. H. H. Brownell directed a cast including Antrim Short, Jason Robards, Bryant Washburn, Vernon Dent, Sam Wren, Dorothy Gulliver and Victor Potel.

Outfit also has the following in production: Three-reel sound film for the California and Hawaii Refining Co.: deucational film on sugar, being narrated by Ken Carpenter: four-reeler for the U. S. Reclamation Bureau on the construction of Boulder Dam; and a three-reeler Románice of the Reaper, dramatized velvicin for the International Harvester Co., depicting the (Continued on page 65)

(Continued on page 65)

HUBBARD TO PASTEL **'EBBTIDE' FOR PAR**

Hollywood, April 6.
Initial production for Lucien Hubbard at Paramount, after his moveover from Metro, will be Robert Louis Stevenson's 'Ebbtide,' in technicolor. Henry Hathaway will direct a cast headed by Ray Milland and Frances Farmer. Bertram Milhauser is touching up the script.

It will be the studio's first color picture since its Walter Wanger release, 'The Trail of the Lonesome Pine.' Production calls for extensive locations along the California Coast.

William Fox's \$9,535,000 Suit Comes Up April 20

Atlantic City, April 6.

The continuance of the \$9,535,000
William Fox bankruptey hearings.
Scheduled for last week, has been set for April 20 to await completion of the various angles of proceedings in other courts.

The continuance of the seek was cited for the various angles of proceedings in other courts.

Mrs. Fox last week was cited for contempt of court by Federal Judge John Boyd Avis for refusing to appear before Federal Referee Robert E. Steedle to answer questions concerning her husband's voluntary action. Through her counsel, former Judge Clarchee C. Cole, Mrs. Fox said that she may carry the contempt proceedings to the U. S. Circuit Court of Appeals. Her only other course to purge herself of the contempt would be to appear before the referee and submit to questions concerning the setup of the All-Continent Corp., which creditors conten was Fox's firm established in his family's name pri to his bankruptey.

Alter Ego

Hollywood, April 6.
Joe Brown has received another tropty. Edward Sedgwick, directing 'All is Confusion,' had to leave the set because of illness. Brown wentbehind the camers and finished the day's work.
Sedgwick presented the actor with a megaphone, with the inscription 'To Cecil B. Capra Van Dyke Joe E. Brown, from is assistant, Ed Sedgwick.'

American Techs. Staff for Gamby Picture in Italy

Rome, March 28.
Bringing Americans to Italy to
make pictures here that will sell in
America is a new Italian scheme.
Director Musso of the I. C. I. (Industrie Cinematografiche Italiane)
started things by importling Maria
Gambarelli as the star of his first
Italo-American picture. A publicity
agent for the venture was also
brought from America; his name is
Edward F. Fenton, and he came to
Rome at the same time that Miss
Gambarelli came.
Now Fenton is being sent back to
America as representative of the

Now Fenton is being sent back to America as representative of the I. C. I., with full powers to line up an American cast, director and technicians for the first Gambarelli picture. He will at the same time conduct negotiations for the release of the picture in America. Picture is to be a musical. Story has not yet been decided upon, but it has been decided that it will stress her acting ability rather than her dancing. Production will probably start about the middle of July, shortly after the new Italian Hollywood is opened.

BERGNER FRIGHTENED OUT OF JERUSALEM

Jerusalem, March 22. Relatives of Elisabeth Bergner, now in Cairo, have disclosed that she was frightened away from Pal-

she was frightened away from Pal-estine by 'the riots, excessive pub-licity and requests for patronage.' During Miss Bergner's stay in Egypt with her husband, Dr. Paul Czinner, she was subjected to a great deal of annoyance by people who wished her to read manuscripts, witness amateur performances, see infant prodictes and give perform-ances herself, she said. Couple are leaving Egypt this-week, but won't tell where to.

Par Scouts Symphony To Work With Flagstad

Denying that the New York Philharmonic orchestra has been signed for 'The Big Broadcast of 1938, 'Paramount is negotiating with several of the top symplonies to appear as a unit in Kirsten Flagstad's filmusical operatic number.

Harlan Thompson will produce the pictur

Col.'s Ex-NVA'ers

Balaban Abroad

Trade accounts are that Barney
Balaban may go to Europe soon on
Paramount business.

It is understood that he will join
John W. Hicks. Jr., the Par foreign
John W. Hicks. Jr., the Par foreign
John W. Hicks. Jr., the Par foreign
John W. Balaban M. Lita, The Blenders,
June Wood Burbank, Winston's
Seals, Bob Tolley, Eugene Jackson
of the situation abroad.

BIZ AVERS NOT GETTING CO-OP

Both News Space and Advertising Rates — Department Stores' Edge an Old Problem—Too Rough on Pictures in General?

RADIO, A NEW ANGLE

Start of a fresh campaign to ob-tain better and more constructive news and criticism for the film industry and individual productions is

news and criticism for the film industry and individual productions is
being given serious consideration by
trade tycoons as exh i itors are being
confronted with numerous tilts in
advertising rates and the old bugaboo of paying far-more than the
scale accorded department stores.

The wails of certai
this time of the year, as they are
being contacted for new product, are
being contacted for new product, are
doubly strong this season because
they resent the way some dailies are
featuring radio news as compared
with theatres, while the picture
houses are far ahead in matter of
lingse. Whole situation may be
alred at some of sales confabs in
hopes of obtaining better breaks on
news potentialities surrounding features and players and at least partially show the exhibs that the production-distribution companies are
doing their part.

The situation as now being studied

duction-distribution companies are doing their part.

The situation as now being studied by some trade organizations is divided into three phases. First is the matter of news or at least publicity with some semblance of news value. Second on the list cirties mad reviews. Ird is the problem of ad rates.

Diminution of news on the film business in dailies, in cities of 25,000 (Continued on page 28)

(Continued on page 28)

PAR'S 'SOULS' BEING **GREATLY ELABORATED**

Hollywood, April 6. Added scenes that will require ad-tional months' shooting were ditional okayed by Adolph Zukor for William Le Baron's 'Souls at Sea.' Zukor is enthused at the film's potentiali-ties after the Par theatre partners in Miami were shown the rough cut.

Start was held up until Henry Wilcoxon returns from Egypt, where he is making a picture for Walter

Zukor Back West: Didn't Wait for Par Board Meet

Before he left for the Coast day (3), Adolph Zukor figured in numerous executive committee meetings at the home office but a planned

ings at the home office but a planned board meeting, while the chairman was east, was foregone. Matters of policy and follow-up on the Miami convention sessions were discussed. Zukor drove to Harmon, N. Y., and boarded the train from there on the return trip west. He was companied by Chris Duuphy, who had been with him at Miami, A meeting of the Par board may be held tomorrow (Thurs.) at the home office.

'The Great Goldwyn'

ollywood, April 6.

Under the title 'Th reat Gold-wyn, Alva Johnston is writing the producer's biog for Saturday Eve-ning Post. Story will go in four installments of 5,000 words each.

Axe Falls at Universal, Clipping 150 From Studio Payroll; Install Millar As Cowdin's Rep On Lot

WB's Straight 5-Yrs.

Burbank, April 6.

Warners' studio has adopted plan to put its people under long term contracts for a straight five-year period of 40-weeks yearly. Contracts contain a non-cancellable clause. They are being offered to stellar actors, budding possi lilties, writers and directors. It understood that studio will have about 40 such deals sealed by April 15.

MG COMPLETING **LONDON PROD. SETUP**

Hollywood, April 6.

With Ben Goetz now in New York, huddling with Nicholas M. Schenck on Metro's London production plans, final details of the arrangement probably won't be completed until the end of this week when Goetz returns to the studio.

Numerous meetings were held last week, with Goetz Michael Balcon, Bob itchie, Ben Thau and Eddie Mannix attending, but definite decisions were withheld due to the absence of Louis B. Mayer, who was resting at Arrowhead Springs, Mayer is due back on the last this week.

STEN'S \$400,000 GN PICTURE, 'GORGEOUS'

Hollywood, April 6.

Anna ten will appear in Gorgeous, for Grand National. Miss Sten's husband, Dr. Eugene Frenke, will produce the picture on a budget of \$400,000, according to Edward Alperson, prez of GN.

Miss Sten's latest English picture, just completed, Two Who Dare, will be distributed in this country by GN.

Virginia Verrill Into Vogues, Via Goldwyn

Virginia Verrill planed west Mon-day (5) night on a hurried call for spotting in forthcoming Walter Wan-ger (UA) production, 'Vogues of 1938,' co-starring Warner Baxter and Joan Bennett:

Joan Bennett:
Last autumn Miss Verrill was squiggled to a film contract by Sam Goldwyn. Her first: was to be 'Goldwyn's Follies! Hurry call came when Goldwyn loaned the singer out to Wanger for 'Vogues! Upon completion of her stint in that film, she'll stay on the Coast for the Goldwyn film to go before lenses.

Love in a Trailer

Hollywood, April 6,
Samuel Goldwyn planning
trailer love story, 'Heaven on
Wheels,' ith Barbara Stanwyck
and Joel McCrea pencilled in for
top spots.
Harry Selby, New York newspaperman, who wrote the 'Goldwyn
Follies,' did the yarn.

Sisk's RKO 'Love'

Hollywood, 6,
Robert Sisk is produci 'You'
Can't Beat Love 'at Radi
Film is being directed by Christy
Cabanne with Preston Foster and
Joan Fontaine in leads.

Hollywood, April 6. Retrenchment was the byword at Universal following departure last Sunday (4) of J. Cheever Cowdin, chairman of the board, who planed for New York after a week's conferences with stu io executives. Chief result of Cowdin's visit was

ior New York after a week's conferences with stu io executives. Chief result of Cowdin's visit was a general pruning of studio overhead and appointment of Richar Millar as his personal studio representative on all production matters. Millar, formerly an official of the Richaeld Oil Co. has been on the Universal papyroll since last November, making an intensive study of studio operation methods.

Cowdin's new representative was named after efforts to have Henry Henigson take the spot chilled.

Samuel Machovitch, new Universal treasurer, had completed a close analysis of the company payroll and had the figures ready when Cowdi went into the first huddle with Charles R. Rogers v.p. in charge of production; James P. Normanly, general studio manager; Martin Murphy, production manager, so the conduction manager, martin furnith ferture of the Universal payroll. These included players, writers, technical men and employes i various other departments. It is expected that there will be further prunings as contract option dates arrive. Millar will carefully watch all future production appropriations and have power to okay or veto on behalf of Cowdin.

Rogers issued a statement pointing out that the studio was ahead on

or yeto on behalf of Cowdin.

Rogers issued a statement pointing out that the studio was ahead on production, with 12 pies ready for release and 28 prepared for production. He also said Universal is now whe months ahead on release dates and that for a time the studio will make four pictures a month, instead of seven, bringing the plant back to normal production.

Lou Forbes has been replaced as business manager of the music department by Gilbert Kurland, recalled from the transportation department by Gilbert Kurland, recalled from the transportation department of the production of

partment by Gibert Ratifald, le-called from the transportation de-partment. Tiny Burnett also checked off music payroll. Carl Beringer named head of transportation depart-

WB TALENT ON LOAFING SPELL IN EARLY CLEANUP

Hollywood, April 6. Warners, taking advantage of con-tractual layoff season, has dropped 12 writers, three directors and sev-eral dialog writers from the studi payroll for periods ranging from two to six weeks. Heavy advance pro-duction completion prompted spri-nying.

duction completion prompted spri prunj Directors on four weeks layoff are Nick Grinde, William Clements and John Fårror, Contract writers drawing enforced scations include Bud Barsky, Jean Negulesco, Jack Woolford, Chanslor, George Bilson White, Writers not under contract laid off are Jack Neyille, William Ulman, Jr., Beverly Latham, Jay Brennan, Dave Dlamond and Frank Dougherty.

Levine's European Trek

Hollywood, April 6.

Hollywood, April 6,
Nat Levine left immediately after
the preview of Republic's 'Hit Parade'
for a 10-week tour of Europe. Trek
will take him through Italy, France
and England.
While abroad, Gordon LeVoy, hi
attorney, will be in charge of picture
affairs, although Levine wound up
his connection at Republic with the
'Parade' pi

The demand by film stars to make "outside" films is spreading in the studios, home office heads, returning from the Coast, report. Reservation of the right to make 'outside' films has become so widespread, in the inion of these execs, that they ink now the time is approaching when an exclusive player contract will be the exception rather than the rule in studios.

ind the players' attitude, of

ind the players' attitude, of is the natural urge to earn all possible while these big earnings are possible.

ings are possible.

But there are many pros and cons to this angle. It is a debatable point whether the long-term exclusive contracts are a hardship or a boon to players, tudios now interchange laient on more or less general and broad scale, but this present movement among the players goes beyond the interchange angle alone. The element of over-production of star's pix, as a b.o. bane, is something both studios and players must keep in mind.

DISTRIBUTION STYMIES CHES.

Chesterfield and its producer, George R. Batchelor, are in a state of suspension at the present time pending determination of plans with respect to releasing channels for the balance of this year's output and a coming season's (1937-38) program, if there is to be any. Stymied with breakup of the Invincible distributing channel, Maury Cohen having given up recently, to join RKO, and various exchanges having swung to Monogram, Batchelor is in the position of having to line up new releasing channels for his pictures, unless he swings into one of the other companies as a producer, If so, it may be Monogram, irom accounts.

Batchelor, now on the Coast, is stated to be undecided as to just what to do, but has several pictures promised for this season (1936-37) that are ready to go into production, if and when suitable releasing outlets obdained.

er is obtained.

With the states-right market badly shot, there is some doubt-whether distribution can be assured. Exchanges have swung into Republic and Monogram, while others have given up the sponge, narrowing down the strictly so-called states-righters.

No plans for English release are set, either. Chesterfield last year had a deal with Twickenham which since has changed hands.

'SAVE CHARLIE' DEBUTS WOLFSON AS RKO PROD.

Hollywood, April 6.
Wolfson, writer, at RKO, has been boosted to the producer ranks and will handle 'They Had to Save Charlie,' an original by John Bronson.

Ann Sothern is being considered for the featured spot in the yarn which depicts activities of a group of girls who win big coin a sweepstakes ticket.

Carr's U Extension

Hollywood, April 6, Trem Carr, producing a series of John Wayne action pictures at Uni-versal, has had his contract extended for a year. Carr is operating his own unit.

Laemmle's Peg O'Donnell

Peggy O'Donnell, legit ingenue, has been signed to a termer by Carl Laemmle, Jr., after a special trip to the Coast from N. Y. for tests. She flew back to N. Y. last Wednesday (31), for a three-week stay before starting on the pact April 19.

ADD 'WIND'

Cukor Takes the S-I Ballyhoo Authoress' Native Heath

in Atlanta's instory as the year of the big wind."

The filmization of Margaret Mitchell's Gone With the Wind is the cause of it all. George Cukor, who will direct for Selznick International, has been here and conferred with the writer of the famous tome and let fall these salient and profound facts:

Selznick is ready to give the Scarlett O'Hara role to some unknown if they feel she has the stuff.

Norma Shearer is definitely out of the running.

The atmosphere of the book will

The atmosphere of the book will be retained and no changes are con-

be retained and no changes are contemplated.

No scenes wi be shot or around Atlanta.

Clark Gable would make a swell left Buttler, but who would want to see an Englishman (Leslie Howard) east as Ashley Wilkes?

The dialog will permit no one in the picture to say you-all when addressing one person.

While here Cultor signed up Wilbur Kurtz, Atlanta artist and historical authority, to assist him, conferred with Author Mitchell, took part in with a service of the conference of

auditions.

Cukor left here for Macon and other southern points, ostensibly to continue his search for a Scarlett, Melanie, and others.

JUNE (WHITE SOX) TRAVIS Fans Mixing Their Baseball Alle-glance With Pix

No Boycott Vs. RKO's 'Soldier,' Nee

'Strogoff'; Anti-Nazi Body's Stance

Indie's Penitentes' Film

Denver, April 6,
Jean M. F. Dubois, newsreel camerama and explorer, has just returned from New Mexico, where he spent several days photographing scenes in the Holy Week rites of the Penitentes, said to be self-floggers, and it is claimed, crucifiers of men of Good Friday. Dubois has about 2,000 feet of film, and numerous stills.

stills.

The film is being sent to Holly-wood for development, where he hopes to interest a studio in a regular release.

Anno Domi , 1937, will go down in Atlanta's history as 'the year of the big wind. Kent on Eve of **Sailing Today**

In an effort to induce 20th Century-Fox to jack its offer of \$650,000 for control of the Roxy theatre, N. Y., Addison S. Pratt, special master, suddenly adjourned the reorganization plan hearing yesterday (Tuesday), and with group of attorneys representing those for and against the plan, hurried to the offices of 20th-Fox to confer with W. C. Michel, executive vice president. It is understood that a new proposition was put to Michel and Sidney R. Kent, company president, before the latter sails for Europe today (Wednesday).

Among those who left the Federal Building for the conference were Pratt, Samuel Cramer, representing a group of stockholders; Charles Seligson, for bondholders; Carlos Israel, counsel for the Pounds Committee, proponents of the present plan, and Col. Joseph Hartfield, associated with the latter.

Those who proposed the conference hope to induce the 20th-Fox execs to not only improve its offer for the Roxy, but to take care of stockholders and give further aid to dissenting bondholders.

Lefty Finds Where Vaude's Gone To

Hollywood, April 6.

Dear Joe: Well, me and Aggie finally pulled into Hollywood with our trailer. The trip was worse than a route on the Ackerman & Harris circuit years ago, and you know they used to call that the Death Trail.

We started off with money as a kid's bank could hold and got here not exactly broke but badly got here not exactly broke but badly bent. I had a little trouble with my brakes, but I had Aggie drag her foot on the road when we went down hill. I finished up using rubber bands for a back tire. But it ain't bad as that, it has that lousy top floor mouse trap we were livin' in on Ninth avenue beat a mile.

Ninth avenue beat a mile.

We made some high pitches wit a needle threader, and I'd do a little hoofin' while Aggie played the uke and sang hillbilly songs at the different trailer camps. We also played a few dates in those one-set towns on percentage and made enough for gas for the car and our stomachs. We're parked outside of Hollywood and are wide open for picture offers. Aggie sez if I get a chance she won't stand in my way, as it will take her a year to rest up from our trip. I could sell our trailer for a vibrator.

Sure met a lot of vaudeville actors

Sure met a lot of vaudeville actors out here. I think this is where vaudeville went to. Hollywood and Vine looks like an old vaudeville route list in VARIETY.

route list in VARETY.

Met Roger Imhoff—you know Imhoff, Conn and Coreene, the greatest laughin' act in show business—he is workin' in pictures and has a swell hut out here. Also saw Jimmy Conlin (Conlin & Glass) and he just finished workin' in 'Captain Courageous,' and they say he is swell in it. He is still banging away on his tune box; those picture guys are missin 'a great bet not grabbin' his tunes.

And talkin' about missin' better in the control of the control

are missin a great bet not graum his tunes.

And talkin' about missin' bets, those scouts go all over the country and they got plenty of talent right here, besides me and Aggie. There's Ruth Warren, as clever a comedienne as ever pulled a laugh from a Youngstown audience, and who goaled 'em at the Palace many a time. With a real comedy part she'd murder 'em in pictures. And another little girl that would lay 'em in the aisles is Marie Callahan; you remember when she was a riot singing and dancin' and doing comedy in 'Kid Boots'? Well, they're out

here, And Eddi Kane (Kane and Herman)—he looks better than he ever did in his life. He's working on the Milton Berle program, Say, if he ever got a good inning at bat in that picture league he'd mangle 'em. And you remember Orth and Codee?' Well, Frankie is doing swell in pictures and one of these days these pictures and radio scouts will grab Ann Codee and know what performer is—she knows every angle of the racket from being a straight woman to being a comedienne. And Eddi Kane (Kane

ing a comedienne.

Met Bobby Watson; he's doing okay,
too. Tyler Brooke just finished,
singi, and dancin, in a icture
Looks swell, and is another swell
actor whom they're keepin, busy
Charlie Foy of the Foy family has
done a few pictures and they're just
gettin, wise that he can deliver with
the best of 'em. His brother Bryniee;
is a director and producer and
turni, out plenty of hits. Helen
Broderick, the air and in pictures with Victor Moore, and doing
grand. They finally got wise that Vic,
is one of the greatest comics in the
country and is he slay; 'em!

gram. They many got was that vis. is one of the greatest comics in the country and is he slay! 'em!'

Gee, I met so many of the vaude-ville gang—Buck Mack and Skins Miller, Jim Toney, Pat West, Joe Frisco, George McKay, J. C. Nugent, Bert Hanlon, Shaw and Lee, Frank, Fay, Al Jolson, Eddie Cantor, Milton Berle, Holliday and Willette, Joe Penner, Jack Benny, Big Jim Burke of Burke and Durkin; Solly Violinsky, Jean Schwartz, Eddie Madden, Harry Akst, Sidney Claire, Jimmy Olgan, Burns and Allen, Andy Tombes, Walter Catlett (and there ain't a smarter or more talented guy than him in all of Hollywood), Kalmar and Ruby and a hundred other guys of whom I ain't got stationery enough to write about. So you can see this is where vaudeville came to.

Startin' tomorrow I'm goi around the studios and look up a lot of my old, pals; Some of them are away up in the "döigh and have big jobs with the "Butditos; no doubt they'll take caire 'lof' me, 'cause I ain't lookin' for no' dedse-yet. I just want to sneak in and show 'em what I can do. If they let me alone I can show' em what's the matter wit' the picture racket. Will let you know low I come out.

If you gotta a spare sawbuck you can ship out towards me I'd appre-

If you gotta a spare sawbuck you can ship out towards me I'd appreciate it a lot; it will keep Aggie and me from talkin to ourselves. SEZ

RENO RAMBLES

Arline Judge's Stag Line—Other Look Set for Diverce Decrees

Reno, April 6.

Though rline Judge gave the oys and girls at Reno high school a Though rline Judge gave the boys and girls at Reno high school a big time a few days ago she also gave the teachers one of those pedagogue headaches, and as a direct result programs for the weekly assembly at the school must be submitted first hereafter to the teachers for censorship. It was a big day for the kids, however, and they are perfectly satisfied with results all down the line. Appearing a couple of minutes late, accompanied by a night club orchestra, the vivacious young actress, here to secure a divorce from Wesley Ruggles, climbed on to the stage and after singing, a song looked down at her playmates and invited the boys up on the stage to dance. It looked like bank night but het stage in a second with youngsters tipping over chairs and climbrough the wings to reach Miss Judge and the proffered dance. Eight of them danced with her—a tag dance affair — before school tag dance affair me loud a hait. Then Miss Judge sat down i the orchestra pit and signed autographs for the rest of the afternoon and all classes went by the boards.

Scores of university students got in on the party and were among the

Scores of university students got n on the party and were among the lancing partners of Miss Judge.

Bitten by the coronation bug, Julia Laird ankled out of Reno's famous courthouse a few days ago with a divorce decree from Jack Kirkland tucked in her purse and announced that she was off for London. Then she intends to start acting again.

Catherine Dale Owen, former stage and screen actress, spent six quiet weeks on a dude ranch near Reno and left for home a few days ago,

HEPBURN PLAY HAS 'SETBACK' LEGIT ANGLE

While an unspoken factor in the controversy, the matter of fixing Jane Eyre, legit play, for Katharine Hepburn, is being watched closely by filmites. Feeling is that if the play does not go on and over it will be still another setback to filmites in legits. Miss Hepburn did pretty badly i The Lake, on Broadway two seasons ago, hence she's especially anxious for this one to go over. With that in mi a long (three-month) road tour was set prior to Broadway, which ended Saturday (3). Now more changes have been asked and the author, Miss Helen Jerome, can't see it, saying she prefers to get the play back, rather than more rewrites.

George Cukor, Miss Hepburn's director, looked at the play in Pittsurgh a couple of weeks ago, and suggested some more script changes and the play was shown without any of these changes and is doing weil.

freed of her matrimonial tie to Milton Davis, New York broker.
Edith Mason, opera prima donna (Chicago and Metropolitan) expects to drop Georgio Polacco, director, as her husband for the second time in the near future. She is hibernating on a nearby dude ranch.

PAR CONVENTION IN L.A., 4 DAYS, JUNE 10-13

June Travis.

In Chicago and throughout the midwest she is billed as June Travis Grabiner, even on such key dates as the first run Balaban & Katz Chicago; while in other situations billing is June (White Sox) Travis, She is reported by exhibitors in this territory as being o.k. b.o.

Neil F. Agnew has set June 10-13 for this year's Paramount sales convention. It will be held at the Ambassador, Los Angeles, with h. o, exces, studio people and all district and branch managers of company. Number of pictures for 1937-38 to be set later.

Rockwell-O'Keefe Film List Rockwell-O'Keefe agency has ob-tained the exclusive eastern repre-sentation of all picture names on the Small-Landau list for radio. S-M office restricts its own opera-tions to Hollywood.

Pittsburgh, April 6.
Possibility of anti-Nazi boycott prompted Stanley to yank RKO's Soldier and Lady's st-last minute this week to check up on picture's status. Some trouble on this score was reported in Newark a couple of weeks ago, but WB deluxer didn't bother about details. Chief objection, Stanley was informed by anti-Nazis, was that flicker contained stock shots from original version of Michael Strogoff made in Germany. However, RKO proved 'Strogoff' was made in France and also has an affidavit that 'Anton Walbrook, picture's star, is a non-Aryan. Anti-Nazi leagues then told Stanley there would be no picketing but by that time it was too late for picture to get back into the Stanley and 'Her Husband Lies' was substituted. Soldier and Lady' is promised at another early date, probably in this Friday (9). glance With Pix

Chicago, April 6.

Strangest fan club setup in the history of theatrical-leol organizations centers around June. Travis, Warner contractee player. She is June Grábiner, daughter of Harry Grabi Chicago White Sox Lall club executive, and her siddenly sprouting fan club which is centered in the midwest, includes a great number of the regular White Sox fans who seem to be getting baseball and pictures a trifle mixed up.

White Sox team has always had one of the most loyal list of customers in baseball despite the fact that it hasn't had a winning team since the black sox' scandal, and this loyalty has spread out to include June Travis.

In Chicago and throughout the

Friday (9).

Explain Attitude
Threat to boycott 'Soldier and the Lady '(Richael Strogoff') by anti-Nazis, because certain battle scenes in the film are of German origin has been averted through the intervention of the Joint Boycott Council of the American Jewish Congress and the Jewish Labor Committee, RKO is in receipt of a letter from the latter body assuring that the picture will not be put on the boycott list as had been threatened.

The original 'Michael Strogoff' was made abroad by M. Ermolieff, RKO purchased the rights to make another 'Strogoff' to be released in America and elsewhere, with Ermolieff as ass, prod.

Taking, for the first time, a clarified and distinct stand on the matter of German films, the Joint Boycott Council and Non-Sectarian Anti-Nazi League have both decided to concentrate only on such films as have a direct coin lineage with Nazi Germany, Thus, pictures made in Germany prior to the Hitter regime and the money for which does not now go to Germany, will not be (Continued on page '71)

(Continued on page 71)

SIT-INS TO HIT THEATRES?

Sitdownitis Gets Par's Detroit **Exchange and Ties Up Pix Service**

Detroit, April 6.

Film exchange boys here are plenty jittery over threatened tieup due to sitdownitis, which followed a short strike last week in the local Paramount office. Prepared for any eventuality, and expect some definite blow-off this week.

inite blow-off this week.
Par sitdown, said by union to have been precipitated by firing of a girl worker, involved around 20 inspectors and femme office workers, but lasted only a short time. Office workers in most of local film exchanges, following trend past several weeks in practically all plants and stores, were recently organized by an American Federation of Labor organized.

arr. American reversation of Labor organizer.

Par officials said the gal was fred for incompetence, but union members claimed it was for union activities, and promptly sat down, demanding pay raises and no discrimination. Compromise agreement worked out in a few hours, during which time films were held up or sent out minus inspection.

Added, trouble came with a one-day strike of film delivery truck drivers, which affected practically all exchanges. Most of houses, in need of flickers, had their own help go to Film Exchange building and tote pix to house.

It's believed most of workers in

tote pix to house.

It's believed most of workers in local exchanges have now been organized into the A. F. of L. affiliate. With Michigan law officials condoning the sidown tactics of labor, it appears anything might happen although a complete tieup of flims here is not expected. Meanwhile, exchange managages are readying to avert a complete sieup.

wilmingten's Truck Strike
Wilmington, April 6.
General strike which hit Wilmington during the weekend in sympathy ith striking truck drivers found the

ith striking truck drivers found the town with only two main concerns—would the trolleys still run and would the picture houses be open? Little worry as to food and drink. Trolleys and theatres were the burden of queries to newspapers and otherwise. Projection operators announced they would not go out unless they had sanction of the international headquarters. Litkewise, the trolleymen. Exhibitors sai film boxes usually handled by truck (Continued on page 29)

INDIE'S NUDIST PIC IN SPANISH-ENGLISH

Robert Royle is bankrolling an indie nudist pic called 'Nudist Land.' Two versions are being made, one in English and the other in Spanish, ith narrators on both. African goona-goona shots, etc., comprise about first third of the reels with rest taken in peeler paradises in California and Oregon.

WB Talent Scouts Sign On 2 From Midwest Radio

icago, April 6. Among those signed by Jo Ruben-stein, talent scout for Warner Bros, while he was here last week was John Connors, radio actor, formerly with 'Myrt' ' Marge, among other shows.

Shows.

Connors was given a six-month contract, deal set through the William Morris office.

Des Moines, April 6. Des Moines, April 6.

Ronald (Dutch) Reagan, sports announcer for station WHO here, has been signed to a term contract for pictures by Warner Bros. Out on the Coast with the Chicago Cubs, who train at Catalina Island, Reagan look as screen test arranged by Joy Rodges, a former Des Moines girl now in Hollywood.

Reagan is 26 and has been with Reagan is 26 and has been with WHO four years.

LIN WELLS' PROBLEM

How to Keep a Pet Leopard in a N. Y. Apartment

Linton Wells: former American Linton Wells, former American foreign correspondent, leaves for Hollywood today (Wednesday) for confabs with Sam Goldwyn on his new job as the Goldwyn press and ad rep. After three weeks or so there he will return to New York with his family to start activities.

with his family to start activities. Wells and Mrs. Wells (Fay Gillis, newspaperwoman) face one serious difficulty in moving back to Manhattan. They have to find an apartment which will allow them to keep their pet leopard on the premises. On the Coast, where they have been living the past six months, where Wells was on special assignment for the N. Y. Herald Tribune, it was easy, he claims.

Griffith's Assets **Auction April 19 By Court Order**

Sale of 21 silent films, part of the assets of the defunct D. W. Griffth Corp., of which David Wark Griffth was the president and which went into equity receivership in 1935, will be auctioned off April 19 at the N. Y. Federal building. Joseph Cans. attorney and receiver, made this known Friday (2) after Federal Judge Vincent J. Liebell signed the order directing the sale at the request of John A. Manning and other stockholders. Besides the films, the company's real estate holdings in Westchester county are also to be disposed of to the highest bidder. Among the plays to be disposed of

disposed of to the highest bidder, Among the plays to be disposed of are: 'Ardelia in Aready,' 'Bolshevicky,' 'Cynic Effect,' 'Coincidence Ginger,' Heart's Desire,' 'Isn't Love Wonderful?' 'Lights Out,' 'Laura Joyce,' Millions Vs Mudpi,' 'Nobody Home,' 'Reincarnation of Eddie List,' 'Sisters,' 'Turning the Tables,' Triangle in the Air,' 'The Bigamist,' Wagered Love,' 'Til Get Him Yct,' 'Hearts of the World,' 'The Struggle' and 'Nathan Hale.'

The property to be disposed of for the benefit of creditors and stock-holders includes buildings used in

EMILE PATHE, FILM PIONEER, IS DEAD

Paris, April 6. Emile president of Pathe-Marconi who with his brother Charles renchmen

in 1896 started Pathe Freres, died yesterday (Monday) in Pau, French resort. From that association of the 90s there developed the first French projection machines, French feature pictures production and the first

newsreels. Later they were first to develop the 9-mm, camera for ama-teurs. Brothers put their early earn-ings into a family trust which dwin-dled seriously during the World

Mar.

After setting up an American branch in 1908, the brothers began operations in a Jersey studi making such serials as 'The Perils of Pauline' in addition to newsreels, Pair started with a couple of kinescopes and \$500, and by the late '20s the concern was valued at millions of dollars. In 1935 Pathe Exchange, Inc., was reorganized and Pathe Film Corp. formed, with RKO acquiring the producing and distributing divisions.

IDEA VIA UNIONS

Labor Circle Talk Prophesies Stringent Sit-Down and Stay-In Technique in Theatres, When Contracts Expire and If New Terms Reach an Impasse

TRIED IN NEW YORK

Sit-down strikes, two of which it is learned have brought fast results with two different independent circuits in Greater New York, are contemplated throughout the country this summer wherever contracts expire and new demands are not satisfactorily met, according to inner circle union sources. These sit-down or stay-in strikes, whichever they will be termed in applying to the atres, may signalize a swing of the lates, may signalize a swing of the latenational Alliance of Theatrical Stage Employees away from the Federation of Labor over to John L. Lewis Committee for Industrial Organization. The mere fact that sit-down methods are declared up the sleeve for theatres this summer would suggest nothing else, union men point out.

George E. Browne, president of, the I. A. T. S. E. who, over a year ago, was said to favor the C. I. O., and then was elected a vice president of, the I. A. T. S. E. who, over a resigned from the A. F. of L. This may or may not be significant so far as allegiance to the A. F. of L. and William Green is concerned. In support of the thought, however, that the I. A. T. S. E. and its leaders are C. I. O-minded is the fact that the (Continued on page 63) Sit-down strikes, two of which it is

STILL LOYAL TO 'EM, ABROAD

Paris. April 6.

Paris, April 6.

If priced right, Hollywood names half way between their best days and their retirement stage can make good money for a long while, if they learn a little French. Even if they don't, they still can draw beaucoup francs with their voices dubbed.

Exhibs have figured that it takes two years for continentals to take up a Hollywood thar after Hollywood has acclaimed the star, and that after Hollywood has dropped her, she—it's usually a she—can still draw for at least five years abroad.

still draw for at least five years abroad.

Some, in fact, may go on till they fold for good. Sessue Hayakawa, long a dead menace in Hollywood, is starring in two productions in Paris at present. Bebe Daniels, Eric Von Stroheim and Maurice Chevalier are also in on this long-term loyalty of French fans.

British producers, who have a similar audience setup, are doing even better with their product in France whenever they have people like Clive Brook, Anna May Wong and John Loder in their 'lineups, Charles Laughton, of course, is set for life.

set for life.

set for life.

This foreign product oddly does not affect the home-mades, as presumably nothing short of death could stop audiences from applauding in flesh or pix the routines of Cecile Sorel, Mistinguett, Sacha Guitry, Germaine Aussey, Jeanne ubtry and Tudmilla Pitoeff, all in production at present

Hollywood, April 6.
Andre Dumonceau, Paris agent at
present in Hollywood, has received
cabled instructions to pick up old
names here for in French pix. Any
name, says Dumonceau, that meant
anything in 1925, still means plenty
in Paris, anno 1937.

LABOR'S SUMMER RKO Counsel Fees \$440,000 to Date; Court: 'How Long Will Reorg Last?'

Bernie-Winchell West

On Air Bally, Pix Deals Ben Bernie, ing in Florida, returns to the Coast pronto where probably he will discuss another picture with 20th-Fox. He made 'Wake Up and Live' on single-picture contract. Walter Winchell, in the same film, is also en route to the Coast this week, ostensibly to visit his family, but probably also to dicker on another screen production.

Bernie and Winchell will head an imposing American Can (Bernie's commercial) radio program, with 20th-Fox talent, as a buildup for the film's early release. probably he will discuss another pic-

275 Still Out Of

Ft. Lee Con. Lab: Miss Playdates?

With no substantial progress reported toward a settlement of the strike which the United Theatrical & Motion Picture Workers is staging against Herbert J. Yates' Consolidated Film Laboratories, a total

ing against network 3. Aues Consolidated Film Laboratories, a total of 275 men are still out of the Fort Lee, N. J., plant, several missouts on playdates are claimed by union sources, and distributors are beginning to holler though not known to be dangerously hurt as yet.

Meantime, it is reported from one quarter that the International Alliance of Theatrical Stage Employees is likely to move into the laboratory situation, while from another source it is said that members of the IA-chartered Motion Picture Laboratory situation, while from another source it is said that members of the IA-chartered Motion Picture Laboratory Strengton, Local 869, met Saturday (3) to discuss an immediate break away from the Warner Bros. and De Luxe Laboratories in New York. The De Luxe plant turns out 20th-Fox prints. The United union, Local No. 1, N. Y. District, as it is set up, has taken no action except at Fort Lee, but either this union or Local 669 may spread the strike to New York.

In staging its strike against Consolidated over in Jersey. United is

In staging its strike against Con-solidated over in Jersey, United is demanding recognition and a 40-hour week, plus negotiations for a wage scale.

WB WANTS FLYNN BACK FOR HIS NEXT PICTURE

Warner Bros. Flynn to return to America immediately to prepare for 'The Perfect

diately to prepare for 'The Perfect Specimen,' next for him on the Warner lot.

He developed an urge to do some press correspondence on the Spanish war and obtained a leave of absence from the Warner plant after finishing 'Prince and Pauper.' This, costing \$1,000,000, will be released concurrently with the coronation in England in an effort to cash timeliness of its material.

terial.

N. ily-Chicago Tribune syndicate on Monday (6) carried an exclusive copyrighted story that Flynn had been killed in Spai , at the front. It developed he was only slightly injured.

Lusty Stays On at RKO

Hollywood, April 6.
Lou Lusty has patched up his differences at RKO and signed a new
contract.
He is executive assistant to S. J.
Briski Tiff was over money

Net profit for RKO and its subside for 1937 allowing for the slack summer season and weather should amount to well over \$2,000,000, if the earnings for the first eight weeks of the year are to be any barometer. According to Otto C. Doering, counsel for Irving Trust Co., trustee for the corporation, the net earnings of the organization for January and February amounted to \$714,000, after all charges had been met. Doering made this known to Federal Judge William Bondy Thursday (1) during a hearing on a petition of the attorney that the trustee and counsel be allowed additional Interim allowances for their work in the RKO reorganization proceedings as of July 2, 1936. Although refraining from giving a definite estimate of the amount in earnings for the year, Docring was optimistic over the report for the first two months.

over the report for the first two months.

In his petition, Doering asked the Court to direct the payment of an additional \$60,000 to Irving Trust and \$85,000 to counsel.

George L. Shein, attorney for a group of bondholders, opposed the request, pointing out that the trustee had already received \$150,000 and William J. Donovan, chief counsel, \$280,000 for their four years' services, Further allowances, Shein contended, should not be awarded at least until all claims against RKO had been settled. had been settled.

had been settled.
Judge Bondy, remarking that he had received many letters from yoor bondholders! who wanted to know how long these hearings were to continue, reserved decision on the allowance request.

ENGLISH COIN OFFERED LASKY

Hollywood, April 6.

Hollywood, April 6.

Jesse L. Lasky is considering a proposition laid before him by Leander Northrand, English financier, to go to England and organize a producing company. Northrand spent several days confabbing with Lasky, Producer currently is preparing 'Radio City Revels' for RKO.

Cowdin Has an Idea For U's Foreign Head

J. Cheever Cowdin is expected to bring in a side-kick, without previous film experience, into Universal as that company's foreign chief.
Clayton Sheehan was in line for the job but his chances are now held to be remote for landing the post. Nate Manhelm resigned the post three-weeks ago.

Baerwitz Back at MG

Hollywood, April 6.

Samuel Baerwitz has returned to Metro as an associate producer.

Baerwitz, nephew of Nicholas M. Schenck, was a producer in the shorts department at the plant several years ago.

BERKMAN JOINS HOWARD

Hollywood, April 6.

Hollywood, April 6.
William K. Howard, directing
White Gold' for Pommer and Korda
In London, with Edmund Lowe i
lead, has sent for Ted Berkman towork on the script. Berkman left
for London this week.
Berkman came out here originally
from the N. Y. Daily Mirror copydesk to work for Wanger and when
Howard tossed back 'Summer Lightning and went to London, Wangerlet Berkman out.
Arthur Ripley and Josh Logan are
now on 'Summer Lightning'.'

Tanbark Not Fragrant to L. A. Biz; 'King' Big Noise at \$21,200; 'Lloyds' Nice 24G in Runs; 'Heaven' N.G. 9G

For second week in a row circus biz in the Hollywood area and in several nearby towns hit the film box offices particularly hard. After Easter trade didn't develop in proportions that had been anticipated. Exceptions to the generally off biz are the two day-and-date Warner houses, Downtown and House Girl', and the second to top trade and is bringing a combined take in excess of \$21,000.

Good Earth slipped below \$10,000 mark on 10th week, but is still holding comparatively strong. Other two-a-day pic, Tost Horizon, is running at average form in fourth week RKO and Pantage had been and in the strength of the strength of the second of the s

and Chinese.

Estimates for This Week
Carthay Circle (Fox) (1,518; 5583-\$1.10-\$1.65)—Good Earth' (MG)
(10th week). First perceptible drop
here was to be expected, in view of
current let-down in biz; \$\$,600 last

current; jet-down in Diz; 39,000 last stanza.

Chinese (rauman) (2,028; 30-40-55)—Lloyds' (20th). Better than preceding seven days; expected taker of the control of the co

Court (WB) drew \$7,100, better than expected.
Four Star (Fox) (900; 55-83-\$1.10-\$1.65)—Lost Horizon' (Col) (4th week). Last week (3rd) helped by Easter trade for excellent \$10,100.
Hollywood (WB) (2,756; 36-40-55-65)—King and Chorus Girl' (WB). Pic colony mob doing rave south this one and \$11,000 doing rave both this one and \$11,000 doing rave and \$10,000 doing rave \$10,

West, Record (WB), \$6,900, just fair plant of the control of the c

but first week's \$48,000 perfectly all right.

Paramount (Partmar) (3,595; 30-40-55) — Outcast' (Par) and stage show. Nothing much to drag'sm in this week, so best in sight is poor \$12,000, with couple of previews to help. Last week 'Swing High' (Par), on second stanza, did smash \$15,700.

RKO (2,905; 30-40-55) — Quality Street' (RKO) and 'We Have Moments' (U' Clard week'). Trade for second stanza of this dualer bolstered a bit by previews Friday, Saturday and Sunday nights so reached \$5,500, just fair. First week not as good as anticipated at \$7,600, though profitable.

anticipated at \$7,500, though profitable anticipated at \$14,000. Last week 'Seventh Heaven' (20th), fell below expectations at \$14,000. Last week 'Seventh Heaven' (20th), dual. Dubling up 'Heaven' (20th), dual. Dubling up 'Heaven' with a comedy feature hash't helped so will wind up with weak \$3,800. Last week moveover of 'Maytime' (Mgf), brought nifty \$6,200. Wilshire (Fox) (2,266; 30-40-55-65)—'Seventh Heaven' (20th) and 'Step Lively, Jeeves' (20th), dual. Wilshire carriage trade failed to display any undue interest in this brace so will have to be satisfied with \$5,200. Last week 'Maytime' (Mgf) (moveover), brought smash \$8,500.

PORT. H. O.'S HOLD UP: 'MAYTIME,' 2D, \$6,500

**MAYTIME, '2D, \$6,500 our spain currently. For some real dough with 'Marked Woman' plus vaude.

**Portland, Ore., April 6.

**Maytime' in its second week is wowing them at the UA. Another two-week mopper-upper is Personal Property,' at the Broadway. Love Is News,' strong stuff: at the Paramount.

**Hamrick - Evergreen Theatres couldn't see 'Black Legion' for either the Paramount or Orpheum, so slipped it into the smaller Maytair. Ple is upping that house above par.

**Estimates for This Week Adams (Balaban) (1,700; 25-40).— "Ecstasy' (201h) dual. Nice \$6,500 Last session warm \$7,000 on Trouble in Morccoo' (Col) and 'Time Out for Romance' (20th).

**Dewntheward (Col) and 'Time Out for Bownton (Kirim) (2,800; 40-65).— "Ecstasy' (Eureka) (4th week). Continues at surprising \$8,000 and should hold for at least another week, may-be more. Picked up for nice \$8,500 last stanse.

**Estimates for This Week Adams (Balaban) (1,700; 25-40).— "Seventh Heaven' (20th) plus '\$fair Morriogo (Col) and 'Time Out for Romance' (20th).

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**Estimates for This Week Adams (Balaban) (1,700; 25-40).— "Estimates for This Week Adams (Balaban) (1,700; 25-40).— "Esti

'Breezing Home' (U) (2d wk). Getting good results at \$4,500. First week mopped up in a big way at \$7,200.

87,200. Mayfair (Parker-Evergreen) (1.-400; 30-40)—Black Legon' (WB) and a second of the control of the control

aorning (20th), int average \$5.900.
Paramount (Hamrick Evergreen)
(3,000; 30-40)—Love Is News: (20th) and Her Husband Lies' (Par). Patr of the second \$9.000. Last week 'You're in Love' (Col) and 'Doctor's Diary' (Par), ran a total of 11 days for good \$11,000.

United Artists (Parker) (1,000; 30-40)—'Maytime' (MG) (2d wk). Still doing terrific biz, easily \$6,500. First week terrific \$5,500.

STORE SALE UPS ST. L. DELUXERS

St. Louis, April 6.

Town's largest department store held its annual St. Louis Day sale Saturday (3), and this event, which attracts large crowds to downtown district, was big aid to Loew's and Ambassador, deluxers.

Rest of town's big berthas aren't expected much better average biz.

Estimates for This Week

Estimates for This Week
Ambassador (F&M) (3018; 25-4055)—King and Chorus Girl' (WB)
and Chorus Girl' (WB)
and Chorus Girl' (WB)
and Chorus (GR) (Lual. Pointing for okay \$14,500 Last week,
(Quality Street' (RKO) and 'Head
Over Heels' (GB), finished with \$11,200, average.

For (F&M) (5,038; 25-35-55)—
'Soldier and Lady' (RKO) and 'Your
Birthday' (RKO), dual. Should collect \$13,000 for nice biz. Last week,
'Seventh Heaven' (20th) and 'Girl
Overboard' (U), garnered okay \$14,500.

Loew's (Loew) (3,162; 25-35-55)—

Journal Loew's (Loew) (3,182; 25-35-55)—
Maytime' (MG) (2d week). Should grab another \$15,000 to augment \$22,500 gathered last week for biggest biz since 'San Francisco' (MG) last summer.

last summer.

Missouri (F&M) (3,514; 25-35-55)
—Seventh Heaven' (20th) and
(Quality Street' (RKO). Fair \$10,-400. Last week, 'Sea Devils' (RKO) and 'Logger' (RKO). under average, \$3,300.

St. Louis (F&M) (4,000; 25-40)—
Devil's Playground' (Co1) and stage show. Foints to \$9,500 week, good. Stow. Foints to \$9,500 week, good. Stow. Foints to \$9,500 week, good. activity. Last week, Love News' (20th) (2d run) and stage show, \$8,000, so-so.

H.O.'s, Sit-Downers Hold Down Det.'s

B.O. Total, but Bette Davis \$24,000

1st Runs on Broadway (Subject to Change)

Astor — 'Good Earth' (MG) (10th wk), Capitel—'Maytime' (MG) (4th wk).

Central—'Racketeer in Exile' (Col) (10).

Criterion — 'Silent Barriers'
(GB) (3d wk).
Globe Lost Horizon' (Col)
(6th wk).

Music Hall — Quality Street'
(RKO) (8).

Paramount — 'Wai
ing' (Par) (3d wk).

Bialto—'Elephant Boy' (GB)

Rivoli—'History Is Made at Night' (UA) (3d wk).

Roxy—'Soldier and the Lady' (RKO).

Strand — 'Marked Woman' (WB) (10).

week of April 16
Astor — 'Good Earth' (MG)
(11th wk).
Capitol — 'Personal Property'
(MG).

(MG).
Central—'I Promise
(Col) (17).
Criterion — Barriers'
(GB) (4th wk).
Globe — 'Lost Horizon' (Col)

(GB) (3th.
Globe — Lost Horizon
(7th wk).
Music Hall — Quality Street'
(RKO) (2d wk).

———————— Swing High,

Paramount — 'Swing High, Swing Low' (Par) (14). Riatto—'Nobody's Baby Now' (MG).

Rivoli—'Love From A Strang-' (UA). Roxy—'When Love Is Young,'

Marked Woman (WB) (2d wk).

L'VILLE WICKETS HUM: 'MAYTIME' STRONG 9G

Louisville, April 6.

Dearth of road and concert attractions here this season, due mostly to steep admission tax imposed by the Commonwealth, has reacted in favor of musical pix, particularly those of the operatic type. Maytime' is bringing them in the commonwealth of the commonwealth has reacted in the common terms of the c

Estimates for This Week

Estimates for This Week

Brown (Fourth Ave,-Loew's) (1,-500; 15-24-40) — Waikliki Wedding' (Par) and March of Time. Back into swing with nice \$2,700. Last week 'Swing High' (Par) and 'Murder Goes to College' (Par), dual, moved over from Rialto to take good \$2,500. Kentucky (Switow) (900; 15-25) — One in Million' (20th) and 'God's Country' (WB), dual, splitting with 'Love Song' (WB) and 'Crack Up', (20th), dual, Looks headed for \$2,200, okay. Last week 'Hideaway Girl' (Par) and 'Gold Digers' (WB), dual, splitting with 'Louis Pasteur' (WB) and 'Jungle Princess' (Par), dual, good \$2,400.

Leew's State (3,000; 15-25-40)— Maytime' (MG). Music-starved patrons going for this one, and heavy malinee trade from femmes should send take soaring to excellent \$9,000. Last week 'History Made

Waring-Man' Fair \$23,000, 'Lies' And 'Property' Big \$18,000, Frisco

at Night' (UA) and 'Elephant Boy' (UA), dual, took good \$7,000.

Mary Anderson (Libson) (1,000; 15-25-40)—King and Chorus Girl' (WB) (2d wk). Ballyhoo for Fernand Gravet, new French star; productive of results and second week for film plenty okay at \$3,400, following initial week's fine \$4,000, thm on Range' (Par) and 'F-Man' (Par), dual, splitting with Last Gentleman' (UA) and Moon's Our Home* (Par), dual, splitting with Sheet Comes (WB), dual, splitting with Sheet Comes (WB), dual, fair \$1,200.

Bailto (Fourth Ave.) (3,000; 15-25-40; 15-20;

its ears for smash \$15,000 and a near-record.
Strand (Fourth Ave.) (1,500; 15-52-40)—Quality Street (RKO) and We're on Jury' (RKO), dual of the street of th

WAIKIKI, 18G, **BIG IN OK CINCY**

Customary post-lenten biz bracer is in order for front line cinemas. Trade bulge made itself evident last half of last week, giving brightness to a colorless Easter week start. "Waikiki Wedding is the sweetest b, o music currently, hanging up big \$18,000 for the Palace. Tag of We Who Are About to Die was changed to 'Condemned Row' for its Lyric showing."

Estimates for This Week

to 'Condemned Row' for its Lyric showing.

Estimates for This Week
Albee (RKO) (3,300; 35-42)—
'Quality Street' (RKO). Poor \$10,'Quality Street' (RKO) (2,000; 35-4)—
'Quality (RKO) (1,000; 15-25)—
'China Passage' (RKO) with Dick
'Tracy' (WP) serial, and 'Woman
Wise' (Fox), split. Swell \$2,500.
'Last week, 'Round-up Time in Texas'
(Rep) and 'Dick Tracy' (WP), \$2,'Quality (RKO) (1,200; 25-40)—
Ready, Willing' (WP) (2d run). Fair
\$2,300. Last week, 'Smart Girls' (U)
-Rove News' (20th) (2d run). Strong
\$6,500. Last week, 'Ready, Willing
(WP), \$5,500, nice.
Lyric (RKO) (1,400; 35-42)—'Condemned Row' (RKO) retitled from
'We Who Are About to Die.' Mild
\$4,000. Last week, 'Rancy Steele'
(20th), \$1,500, swell.

Shubert (RKO) (2,200; 40-80)—
'Walkiki Wedding' (Par). Great
\$18,000. Last week, 'Love Is News'
(20th) (1,500, swell.

Shubert (RKO) (2,200; 40-80)—
'We're on the Jury' (RKO) and
Roger Pryor band. No dice at \$10,'Quality Street (RKO) and
Roger Pryor band. No dice at \$10,'Quality Street (RKO) and
Roger Pryor band. No dice at \$10,'Quality Street (RKO) and
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Roger Pryor band. No dice at \$10,'Quality Street (RKO) an

Rain vs. Rand in Indpls. **But Rand Wins, \$13,500**

But Kand. Wills, \$13,000 Indianapolis, April 6.
Good attractions at downtown houses are making good grosses this week, in spite of siege of rainy weather. Sally Rands unit at vaudfilm Lyric will break or come within a few dollars of that theatre's record. Waikiki Wedding is strong magnet at Circle, while Maytime continues big in its holdover session at Loews.

Estimates for This Week

at Loews.

Estimates for This Week
Apello (Fourth Ave.) (1,100; 2540)—'Seventh Heaven' (20th). Above
average biz at \$5,000. Last week
King and Chorus Girl' (WB), fair
\$4,000.
Girele (Monarch) (2,800; 25-40)—'Waikiki' (Par). Looks like big \$9,000. Last week History at Night'
(UA) and 'Criminal Lawyer' (RKO),
moderate \$4,500.
Loew's (Loew's) (2,600; 25-40)—'Maytime' (MG) (2d wk). Still
strong at \$7,000. Last week same
pic got terrine \$13,500.
Lyrle (Olson) (2,000, 25-30-40)—'Men in Exile' (WB) and Sally
Rand's revue. Latter turning them
away with capacity houses, breaking
house record on opening day and
any following. Likely gross will be
\$13,500 or more, which is in neighborhood of top figure for house at
present low scale.

San Francisco, April 6.
Fred Waring's band and 'Man Who
Found Himself are heading for only
a fair \$23,000 at the Golden Gate,
Top of the Town, paired with
Woman in Distress' at the Orpheum.
theatre, had a slow open i but is
expected to build be supported by the suppo

Estimates for This West

along with 'Her Husband Lies,' is doing sock biz.

Estimates for This Weet.

Embasy (Cohen). (1512' 30-35-40)

—Love in Exile' (GB) and 'Silea and Saddles' (All Star). Although timeliness of English pic's plot was played up, biz failed to materialize. Bad \$2,200 in sight. Last week 'No Man of Her Own' (Par) and 'Red Light' (All Star). Fair \$2,000 on a moveover from the United Artists. Fox (F-WC) (5,000; 35-40)—"Walkiki Wedding' (Par) and 'Husband's Secretary' (WB) (2nd wk.). Crosby certainly can bring them to the company of t

final stanza, Last week (3rd) v.g. at \$12,000.
St. Francis (F-WC) (1,470; 35-40)—King and Chörus-Girl' (WB). After five weeks of the court of hold-over pictures. Pair \$5,500.
(Good Earth' stopped rather: suddenly, nose-diving to \$4,500 on final week.

week.
United Artists (Cohen) (1,200; 2540)—'History Is Made at Night' (UA)
(2d wk.). Matinee trade light, but
big at night. Expect fair \$6,000
following excellent opening take of

7010wing excellent opening take 0.

Warfield (F-WC) (2.800, 35.40)—
Warfield (F-WC) (2.800, 35.40)—
Husband Lies' (Far). Expected a
hefty week, but \$18,000 is considered
ably better than anticipated. Lies'
week King and Chorus Girl' (WB).
and Midmight Court' (WB). Strong
at \$15,000.

HISTORY! MOMENTS' FINE \$8,000, OMAHA

Waiki i Wedding at the Omaha rolls merrily on its path, running strong through its second seven-day stanza. Records of most every sort, such as hourly, daily, matinee and night, single figures were topped in the test week, and holdover weeks here. And holdover weeks here.

better than most ordinary here.

Omaha holdover leaves a bit better situation for 'History Is Made at Night' at the Orpheum and 'Soldier and Lady' at the Brandeis, as new films. Weather man, giving the town plenty of moisture and cold, is cutting in slightly.

Estimates for This Week

Estimates for This Week
Brandels (Singer-RKO) (1,250; 2535-40)—Soldier and Lady' (RKO)
and 'Her Husband's Secretary' (RNO)
twin-billed. Title change on first
feature little help, but crix helping
by calling attention to the Verne
original. Fair enough at \$4,250. Last
week 'Quality Street' (RKO) and
When's Your Birthday' (RKO)
dualled to \$4,500.

"Omaha Blander ('Ray) and 'Doc
"Omaha Blander ('Ray) and 'Doc
"All Wedn's ('Par) and 'Doc
"All Wedn's ('Par) and 'Doc
a full second week. First week
knocked records for a loop at \$12,000, magnificent. Second term running along in bullish fashion and
looks to \$7,500, plenty strong. Total
of two weeks will be tops on any
film ever shown here.

Orpheum (Blank) (2,976; 25-40)—
History Is Made at Night' (UA) and
'We Have Our Moments films. Heavy
campaign on Boyer-Arthur film and
nice notices; may reach \$8,000, fine,
Last week, 'King and Chorus Girt
('WB) and 'Espionage' (MG). More
than held their own in face of opposish; \$8,250 topped expectations.

Detroit, April 6.

Flock of holdovers cutting down flow of dough, but all houses enjoying better than average biz currently. Prolonged sitdownitis continues to take its toll at the bo, especially in the nabes, but otherwise spring season looks like the best in several years.

After getting away to hefty postlenten start last stanza with Waikiki Wedding,' Michigan pokes its head out again currently for some real dough with 'Marked Woman' plus vaude.

thews' name not enough lure, but oke at \$20,000. Last week, 'Seventh Heaven' (20th) and Duncan Sisters topping vaude, nice \$23,000.

Madison (United Detroit) (2,000; 30,40-65) — Waikith Wedding (Par) (2d week). Bing Crosby musical moved here after hot session at Michigan and giving this house best gross in some time, \$10,000. Woeful \$5,000 last session on 'History Made at Night' (UA).

Michigan (United Detroit) (4,000; 30-7-65) — Marked Woman' (WB), plus Roxyettes on stage. Bangup \$24,000 due. Last week hotcha \$34,200 on. Waikiki' (Par), plus vaude. State (United Detroit) (3,000; 25-60 d) "He Helbard Cover Night' (MGA). Helbard Cover Night' (MGA). Helbard Cover Night' (MGA). Helbard (MGA) (MGA

All Chi Pix Have B.O.; Top Town' Tall \$23,000; 'Maytime,' H.O., Big \$17,000; 'Family,' O&J Unit \$21,000

Chicago, April 6. Loop snakes on an box-orace blues currently and rides up into exhib-itor heaven with a string of high

tion heaven with a string of high numerals. Sidewalks are getting a lot of tough treatment from the standees lined up in front of the United Artists, Pelace, Roosevek, Oriental is doing itself up brown with the Olsen and Johnson unit on the stage plus the winner of the Morris B. Sachs-WENR amateur hour on the stage. Amateur show on Sundays has a large listening audience around, this town.

New entries that are doing well are Marked Woman' and Top of the Town, while the holdover May-

the Town,' while the holdover 'May-time' and 'Waikiki Wedding' are still anding 'em up in their second ses-ons. United Artists pounded back to absolute capacity attendance on aturday (3), immediately following Saturday (3), immediately following the Jeanette MacDonald broadcast

Estimates for This Week

Applie (BaK) (1,200) 55-83-\$1,10-\$1,85) — Good Earth' (MG) (7th and final week). Goes out Friday (9) and house reverts to continuous fickers. Had a good run. Last week managed okay \$8,500.

mixers, and a good that, less, week managed okay \$5,500.

Chicago (B&K) (4,000; 35-55-57)—
Marked Woman' (WB) and stage show. Picture gets an 'adults only recommendation from the house it still and only from the feature and only from the feature element. Around \$25,000 seen. Last week the Taylor-Harlow combination to hold up 'Personal Property' (MK) to satisfying \$33,100.

Krianger (1,400; 55-83-\$1.10-\$1.65)—Lost Horizon' (Col.) (4th and final week). House reverts to legit next Monday (12). Picture was a winner and could stay longer. Fine \$9,000 last week.

Monday (12). Picture was a winner and could stay longer. Fine \$5,000 last week.

Garrick (B&K)::(900; 35-55-65-75)

—Swing Hight'(Par). Went in suddenly in midweek to replace 'You're in Love' (Col), which got the cramps. Swing will touch okay \$7,500 in days to under \$3,000, wealtch. Jour lays to under \$3,000, wealtch. Four lays to under \$3,000, wealtch. Four lays to under \$3,000, wealtch. For the stay of the st

which was the picture and doing, finest coin his baouse has seen in long time. His bouse has seen in long time. Last house has been a long to the last week, and will hold to mighty fine sheep a last week, and will hold to mighty fine sheep a last week, and will hold to mighty fine sheep a last week, and will hold to mighty fine sheep a last week, and will hold to mighty fine sheep a last week, and will hold to mighty fine sheep a last week, and will hold popening April 9. For the short week hay at \$10,000. Last week, 'Glamour' (Col), neat \$14,200.

Inited Artists (B&K-MG) (1,700; \$5-55-65-75) — "Maytime' (MG) (2nd week). Just a question of how quick the customers can be turned over. Jong show only thing that's holding down biz from going over the record mark. A lulu at \$21,400 last week, and a sweetheart at \$17,000 currently.

Few Fresh Pix in Prov.; King' Dual Fair \$7,000

Four of the five houses usually screen twin bills, but with Albeet fraging 'At Home Abroad' tha ba part and the beautiful the property of the product is good, and momentum from last week. As a whole the product is good, and momentum from last week is strong enough to put things over. Strand looks like the leader, 'Swing High' packing a string wallop.

Estimates for This Week
Aladdin (Fox) (1,500; 25-40)—'Gire Over England' (UA) and Spionage; (MG). Will snare mild \$12,000. Last week, Romeo and chorus Girl' (WB), \$15,000, lovely.

Paramout is good, and momentum from last week is strong enough to put things over. Strand looks like the leader, 'Swing High' packing a string wallop.

Estimates for This Week
(20th), near \$3,500.

Broadway (Fox) (55-83-\$1.10-41), \$15,000, lovely.

Paramout (0,000; 25-35-55)—'King and Chorus Girl' (WB) and 'Her Husband's Girl' (WB) and 'Her Husband's Secretary' (MD)—'Waikiki Wedding (Par), Cross by musical ringing up swell \$9,000.

Last week 'Swing High' (Par) on a return week did nice \$7,000.

Denver (Fox) (2,500; 25-35-50)—'Murder in Red Barr' (Oly) and 'Weekend to hurt; oke at \$7,100, Last week chand. Big \$9,500 anticipated, Last 'Commands' (GN), \$10,000, nice.

'We Have Our Moments' (U) and vaude, good \$6,900.

Maytime' (MG) (2d week), Doing rather well, considering terrific activity last stanza; house looks for \$17,000 excellent. Last week big \$17,000 excellent.

189,000 excellent, Last week big \$17,000.

Majestie (Fay) (2,200; 15-25-40)—
King and Chorus Girl (WB) and Men in Existe WB). Considering to had Cross should on the property of the constant of the constant

TAYL'R-HARLOW BOFF BUFF. **FOR 20G**

Buffalo, April 6. Grosses continuing strong following high-water Easter week. Personal Property is overshadowing everything else in town, the three other Shea houses offering repeat programs, 'Maytime,' in second week at Lakes, still showing plenty strength. at Lakes, strength.

Estimates for This Week
(3,600; 30-40

strength.

Estimates for This Week

Buffale (Shea) (3,600; 30-40-55)Personal Property (MG). Looking towards good \$20,000. Last week,
Waikiki (Par), biglit to bigger proportions than anticipated and came
in with swell \$21,000.

Century (Shea) (3,400; 25-35)Billy the Kid' (MG) (2nd run) and
Mama Steps Out' (MG). Unexpected
strength being shown by the bill
a trength being shown by the bill
a (Part of the bill
a (RKO), Donesomest box office in town, down
to \$6,500, poor.
Great Lakes (Shea) (3,400; 25-50)

—Maytime' (MG) (2nd week). Second stanza should do \$10,000, nice.
Last week great at \$18,500.

Hipp (Shea) (2,400; 25-40)—Swing
High (Par) (2nd run). Brought back
and looks good for \$50,000, Last week
Guitty Street (RCO)

Last week

Daulity Street (RCO)

Last week

Daulity Street (RCO)

Daulity S

Denver Has Prosperity; Taylor-Harlow Big 10½G

Denver, April 6.

With all first-runs, icely, looks like good times are back. Personal Property at Orpheum is doing strong business, but impossible to hold another week because of book-

ings.

'History Made at ight' is big at Denver and goes to Aladdin for second week.
'Seventh Heaven' steady goes to Broadway for 'Waikiki Wedding'

'Waikiki Wedding' nearly breaking house records at Denham, staying second week.

Estimates for This Week

vious to Easter and wound up with big \$9,500.

Orpheum (RKO) (2,600; 25-35-40)

—Personal Property (MG) and China Passage (RKO). Taylor-Harlow combo accounting for terrific \$10,500. Last week, Quality Street' (RKO), and 'Park Avenue Logger' (RKO), finished with good \$75,500.

\$7.500.

Paramount (Fox) (2,000; 25-40)—
Live Only Once' (UA) and 'Mighty
Treve' (U). Okay \$3,000. Last
week, 'Glamour'. (Col) and 'Parole
Racket'. (Col), fair \$2,500.

Top Town' Dual Nice 20G in Hub NTG Best, 23 G's

Boston, April 6.
Top trade is coming in through Keith-Boston gate this week with N.T.G. show on stage and 'She's Dangerous' on screen. 'Maytime' holds over at Orpheum and State after very good initial frame; and 'Good Earth stays for fifth week roadshow at Colonial.

Boston (RKO) (3,000; 35-55-75)—
'She's Dangerous' (U) and N.T.G. unit with Heloise Martin featured on stage. Looks good \$23,000. This is Granlund's third booking here within a year. Last week, 'Soldier and Lady' (RKO) and vaude, poor, \$16, 100.

Lady' (RKO) and vaude, poor, \$16,-80.

Colonia! (Loew) (1,643; 55-83; 11.0-\$1.65)—Good Earth' (MG) (4th week). Night trade holding very good pace, although matines have never been good. Last week \$9,000. Femway (M&P) (1,400; 25-35-40-50)—Outcast' (Par) and "Husband's Secretary' (WB), dual. Just average \$5,000. Last week very good \$1,500 for Swing High (Par) (2d run) and "Penrod and Sam' (WB), dual. Outcast' (WB), Marchial (WB) (2,900.25, double.

double.

Keith Memorial (RKO) (2,900; 25-double.

Keith Memorial (RKO) (2,900; 25-double.

Keith Memorial (RKO) (2,900; 25-double.

Keith Memorial (RKO), dual. Good 20,000 in sight. Last week, 'Quality. Street' (RKO) and 'Your irthday' (RKO), dual, \$15,300, fair.

Metropolitan (M&P) (4,300; 35-55-5)—'Seventh Heaven' (20th) and stage show topped by Wini Shaw. Not exciting, but satisatedory at \$24,000.

Waikiki Wedding' (Par) and \$27,000.

Orpheum (Loew) (3,000: 25,35-40.

bon. Walkin, Wedding trail and so good \$7000 meshow last week built to good \$7000 meshow (1,000) (2,000) (2,5-35-40-50) — Maytime' (MG) (2d week). Looks like good \$16,000, after big \$20,000 in first stanza.

Paramount (M&P) (1,800; 25-35-55)—'Outcast' (Par) and 'Husband's Secretary' (WB), dual. Fair \$7,000. Last week very good \$9,400 for 'Swing High' (Par) (2d run) and 'Penrod' (WB) (1st run), double. Seellay (M&P) (2,700; 25-35-40-50)—Swing High (Par) (3d run) and 'Doctor's Diary' (20th) (2nd run), dialla. Okay \$9,000. Last week 'Meade's Woman (Par) and 'On Avenue (20th) (both 2nd run), dual, good \$2,000 (1,300) (25-35-40-50)— (Maytime' (MG) (2nd week). Second frame heading for nice \$12,500. First week splendid \$17,500.

B'KLYN'S DOLDRUMS

Only 'King' Dual Torrid, \$16,500 'Red Barn' n. g. \$6,000

rooklyn, April 6. Quiet week with weather far from springish. Downtown deluxers splurging in local gazettes plugging fair-to-middli' ics. Fabian's Parafair-to-middli ics. Fabian's rara-mount is pulling new wrinkle, intro-ducing 'Pro Nights' on Fri irst show got under way last week with local furniture house sponsoring via WMCA and attendance was excel-

Estimates for This Week

Albee (2,500; 25-35-55) — 'Nancy Steele' (20th) and 'Jeeves' (20th) (2nd week). Fair \$11,000. Last week, \$12,000, okay.

\$12,000, okay.

Fox (4,000; 25-35-55)—'Circus Girl'
(Ind) and 'Women of Glamour'
(Co)). Satisfactory \$13,000 in view.
Last week, Ready, Willing (WB)
and 'Murder Goes to College' (Par),
\$15,000, lively,

week 'Seventh Heaven' (20th) broke the house record for three days previous to Easter and wound up with big \$9,500. H.O.'s; Bing-Duchin \$51,000, 'Town' 38G, 'Maytime' 40G, 'Heaven' \$80,000

After an Easter Week that went beyond the fondest expectations of the managerial battalion, business is continuing remarkably strong in the majority of houses. In spite of a slight dip that came Monday (5), with return of kids to schoolrooms, the dollars are still rolling in noisily for the top attractions on the current amusement calendar (5), with return of kids to schoolrooms, the dollars are still rolling in noisily for the top attractions on the current amusement calendar (5), with return of kids to schoolrooms, the dollars are still rolling in noisily for the top attractions on the current amusement calendar (5), with return of kids to schoolrooms, the dollars are still rolling in noisily for the top attractions on the current amusement calendar (5), with return of kids to school the Fart at \$31.000, this man to the form the new form of the Town' at the Roxy, and 'Maytime', on its third week at the Capitol. Outstander is the 'Walkiki'-Duchin combination. Second week's take is close to the first at \$31.000, this list more thouse incepted current policy. First at an \$30,000 pace on its second week's take in the Lady' (WB) (2d week). On colladver looks around \$17,000, okay, stand (2767; 25-55-75)—'King and Chorus Girl' (WB) (2d week). On colladver looks around \$17,000, okay, stand (2,360; 35-55-75)—'When and the Lady' (10). These pictures, together with others, got a tremendous mids \$40,000. These pictures, together with others, got a tremendous mids \$40,000. These pictures, together with others, got a tremendous mids \$40,000. These pictures, together with others, got a tremendous mids \$40,000. These pictures, together with others, got a tremendous mids \$40,000. These pictures, together with others, got a tremendous mids \$40,000. These pictures, together with others, got a tremendous mids \$40,000. These pictures, together with others, got a tremendous mids \$40,000. These pictures, together with others, got and the Lady' (Mb) and the together with others, got and the Lady (10). The picture with other with oth

Sil,000 for former and \$17,000 for lattice of the control of the c

Estimates for This Week

Estimates for This Week

Astor (1,012; 55-\$1,10-\$1,65-\$2,20)—
Earth' (MG) (10th week). Perked with end of Lent, over Easter week (9th) in the property of the Lenth of Lenth o

Swing High. Swing Low (rat), with Louis Armstrong band, next on the bond of the Milkell (1980). As the Milkell (19

Made Night, 'Seventh Heaven,' Maytime' and the two roadshow pictures, 'Good Earth' and 'Lost Horizon,' all holding over.

Of the newcomers, 'Waikiki Wedding' at the Stanley looks hottest, by the beautiful trade that day and even more Sunt the Eate should help that house go above average, although 'Girl Overboard' on screen is just ordinary programmer.

Estimates for Thir Wash

Estimates for This Week

Estimates for This Week
Aidine (1,300: 40-55-65)—"History
Made Night' (UA) (2d wk). Good
going and may hit \$10,000: if so, will
hold. Last week \$12,500, big.
Arcadia (600: 25-40-50)—"Romeo
and Juliet' (MG). Third downtown
showing opening today (Tuesday).
Last week 'Mrs. Cheprey' (MG) (2d run) \$3,200, good.

Bayd (2,400: 40-55)—"Maytime"

Boyd (2,400; 40-55)—'Maytime' (MG) (3d wk). Still a wallop and looks for close to \$19,000. Last week's \$23,500, hot.

\$23,500, hot.

Chestnut (1,350; 55-86-\$1.14-\$1.71)

Lost Horizon' (Col) (5th week).
Falling steadily off. Last week; \$11,-000. Ends Saturday (10).

Earle (2,000; 25-40-55)—(Girl Overboard' (U) and vaude. Cab Calloway and Cotton Club Revue. Latter should draw them; \$18,000 or better expected. Last week 'Husband's Secretary' (WB) and 'Mitchell and Durant, \$15,000, fair.

Fox (3,000: 40-55-65)— 'Seventh'

Durant, \$15,000, fair.
Fex (3,000; 40-55-65)— Seventh
Heaven' (20th) and stage show (2d
wk), Combo held over and headed
for good \$16,500. Last week's \$20,000
was hot.
Kartton (1,000; 25-35-49)—"SinnerTake All' (MG). First run won't get
over \$2,200, poor. Last week 'Once
a Doctor' (WB), another floppo firstrun with about same figure.
Katth's (2,000: 30,650)—"King Katth's (2,000: 30,650)—"Ki

run win about same figure.

Keith's (2,000; 30-40-50)—'King
and Chorus Girl' (WB) (2d run).

Looks for rather good \$3,000. Last
week 'Swing High' (Par) (2d run),
excellent \$3,300.

Lecist (1,300; 55-86-\$1.14-\$1.71)

'Good Earth' (MG) (7th week). One more week to go. Last week dipped below \$12,000.

below \$12,000.

Stanley (3,700: 40-55)—Walklki
Wedding: (Tar). Opened Saturday
(3): Big \$15,000 with give it second
(3): Big \$15,000 with give it second
(3): Grif (WB), not quite up to hopes,
but okay \$15,000.

Stanton (1,700: 30-40-50)—"Men in
Exile' (WB). Fairly good \$6,000.
Last week 'Sea Devils' (RKO),
cellent \$7,500.

COMPETITION GETS BRUSHOFF

Hollywood, April 6.
Flatfoot of Pacific Patrol, a private
dick agency, learning from dailies
that a star was returning home with
a new baby, called about 10 at night
to sell his services inst cranks,

to sell his services inst cranks, kidnapers, etc.

Chow dog, prouder of the baby than its parents, ran the copper off

Pash Boys The Thing in Pitt; Taylor Strong \$16,500; Power, \$8,000, to H. O.

Pittsburgh, April 8.
In a couple of spots, takings arents of the property of t

Estimates for This Week

Alvin (Harris) (2,000; 25-40)—
Seventh Heaven' (20th). Second week for this one likely to be pretty ordinary. Maybe \$3,200 and almost a third of that coming on house's warmen to be a superior of the coming on house's warmen to be a superior of the town (U) April 15 date, so it'll be another dual, 'Women of Glamour' (Col) and '23½ Hours (Col) Thursday (8). Last week, 'Heaven,' around \$8,500, good. Fulton (Shea-Hyde) (1,750; 25-40)—Love Is News' (20th). Looks like house has knocked off another winner in Tyrone Power bic that should develop for a run. Should have no trouble bettering \$8,000, smart dough. Should have no trouble bettering \$8,000, smart dough. Nixon (Erlanger). (2,100, '50-75-\$1-

trouble bettering \$8,000, smart douzh. Last week, second of Wings of Morning (20th), excellent \$5,300.

Nixon (Erlanger) (2.100; \$0-75-\$4-\$1.50)—Good Earth' (MG). Opened big Sunday night (4), getting better than \$1,500 on first showing and the property of the property o

CROSBY-BURNS-RAYE BIG \$12,500, SEATTLE

Seattle, April 6.

Holdovers hold center of stage this week, with 'Maytime' the big number. Goes into second week at Fifth Avenue instead of moving to smaller seater, which is unusual, and it may warrant even longer stay at this acc soot.

Ectimates for This Week

spot.

Estimates for This Week

Inc Mouse (Hamrick) (900: 27-3742)—Personal Property' (MG) (2d
42)—Personal Property' (MG) (2d
42)—Personal Property' (MG) (2d
42)—Personal Property' (MG) (2d
42)—Personal Might (Par) dual. Expected good \$3,000. Last week, 'Swing
High' (Par) and 'Mighty Treve' (U),
dual. \$3,000, good.

Good (MG) (MG) (MG) (MG) (MG)

Sinner Take All' (MG) (MG) (MG)

Cate fair. \$2,900. Last week, 'IndiMan' (MG) and 'Woman Wise' (20th),
dual. holding three extra days, big
at \$3,300; 10 days big at \$7,100.

Colonial (Sterling) (850; 25-37)—
Pace That Kills' (Ind). In only for
four days, doing great \$3,200. Last
half has 'Cracks Down' (Rep) and
'Three Musketeers' (Rep). Dual will
get only fair \$1,000, for nice week's
tolal of \$4,200. Last week (I1-16-21).
'Trail Dust' (Par) and 'Gid Corrai'
(Rep). dual, \$2,700, good.

Fifth Avenue (Hamrick-Evergreen)
(2,400; 27-37-42)—Maytime (MGM)
(2nd week). Paced to hit great
\$9,000. Last week, same film, terrific
\$13,600.

Liberty (J-VH) (1,900: 27-37-42)—
Liberty (J-VH) (1,900: 27-37-42)

poor. Last week, same films, \$3,700, good.
Orpheum (Hamrick - vergreen)
(2,700; 27-37-42) — 'Quality Street'
(18KO) and 'We Have Moments' (U).
dual. 'Anticipate only \$4,500, solv.
Last week, 'Personal Property' (MG) and 'Breezing Home' (U), dual, andy \$7,100.
Palomar (Sterling) (1,450; 17-27-42)—"They Wanted to Marry' (RKO) and 'Shruflin' Along unit. Combo getting big \$5,500. Last week, 'Wise Maids' (GN) and vaude (16-27-37), garnered \$4,600. big.
Paramount (Hamrick - Evergreen) (3,106; 27-37-42)—'Waikiki Wedding (Par) and 'Doctor's Diarry' (Par), dual. Heading for terrific \$12,500. Last week, 'San Carlo Opera, 'Hounghts, one matinee, prices 87-1,157, \$16,000, bi , about equaling full week last year.

Raoaevete (Sterling) (850; 21-32)—

week last year.

Roosevelt (Sterling) (850; 21-32)—
(Champagne Waltz' (Par) and "Winterset' (RKO), dual. Indicate \$2,700 okay. Last week, 'Smart Girls' (U and 'Secretary' (Col), dual, \$3,200

MPLS. TEPID: 'HEAVEN' ONLY \$6,000, 6 DAYS

Minneapolis, April 6.
After one good week, business again started nosedving, giving rise to apprehension over the spring and summer outlook. Near-bilizzards on Saturday and Sunday, with heavy snowfall and ley thoroughfares, accounted in part for the slim pickings. Orpheium has a strong stage attraction in Leon Errol and his Hollywood Follies, but it is, off to a very slow start. There's a scarcity of customers, too, for 'Seventh Heaven' at the Minnesota.

Estimates for This Week

Estimates for This Week
Aster (Publix-Singer) (900) 15-25)
Sing Me a Love Song (FN) (2d
run) and 'One in Million' (20th) (3d
run), split with 'Fugitive in Sky'
(WB) and They Wanted to Marry'
(RKO), first runs. Good \$1,200 in
prospect, Last week, 'Charge of Light
Brigade' (WB) (2d run), split with
She's Dangerous' (U) and 'Off to
Races' (20th), dual first runs, \$1,400,
good.

good.
Century (Publix - Singer) (1,600;
25-35-55) 'Walkiki Wedding' (Par)
(2d week). Moved here from the
Minnesota. Only mild pace indicated
and will be lucky to top \$4,000. Last
week, 'Swing High, Swing Low'
(Par) (2d week). Good at \$5,500.

Minneseta (Publix-Singer) (4,200; 25-35-35) Seventh Heaven (20th). Getting a pretty good matinee play but lightweight for the night crowds, and out after six days, \$6,000. May-time' (MG) follows. Last week, Walkiki Wedding' (Par). Good at \$10,500.

25.40.55)—Her Husband's Secretary' (FN) and Leon Errol's 'Hollywood Follies' on stage. Unit doing the business. Adverse weather conditions a big handicap and it looks like red ink again; \$14,000, good, in prospect. Last week; 'Love is New' (20th) etc. Last week; 'Love is New' (20th) etc. State (Publix-Singer) (2,300; 25-40)—'One Way Passage (WB) (Revival) and 'Man of People' (MG), first run; dual. Should cop prefix good \$3,000. Last week, 'When's Your Birthday?' (RKO), and 'Cover of Night' (MG), dual. Fine \$4,000.

Time (Berger) (290; 15-25) 'Iron

Night! (MG), dual. Fine \$4,000.

Time (Berger) (290; 15-25) 'Iron
Man' (U) (Reissue), Jean, Harlow
name may lift takings to satisfactory
\$1,000. Last week, 'Woman Alone'
(GB), Fair at \$900.

Uptown (Publix) (1,300; 15-25)

'Green Light' (FN), First nabe showing, Looks like fair \$3,000. Last week,
'On the Avenue' (20th). Good at
\$4,000.

Morld (Steffes) (350; 25-35-40-55)

"Gay Desperado" (UA) (2d week).

Heading towards light \$1,000. Last
week, \$2,000, fair.

Wings' Sets Run Record In Montreal with Oke \$4.000 for Tenth Week

Montreal, April 6.
His Majesty's, Palace and Princess
repeat currently, Leaving the Capitol
with 'Silent Bargers' as topinother
straight 'pix gross for the Week.
Loew's also has good prospects for a
his week.

Estimates for This Week His Majesty's (CT) (1,600; 50)—
'Wings of Morning' (20th) (10th
week). All-time record for an
irst-run house in Montreal. Grosset
\$4,500 last week and expects \$4,000

Palace (CT) (2,700; 50)—'Maytime' (MG) (2nd week). Big biz last week at \$12,000, with hopes for 8,000

currenty.

Capitol (CT) (2,700: 50)—'Silent
Barriers' (6-B) and 'Woman Wise'
(20th). Looks like a good \$9,000.
Last week 'Swing High, Swing Low'
(Par) and 'Her Husband Lies' (Par).
Fair at \$6,000.

Fair at \$6,000.

Loew's (M. T. Co.) (3,200; 50)—
Dancing Lady' (MG) and Don't Turn Em Loose (RKO), plus Red Skelton Revue. Good, \$12,000. Last week Espionage (MG) Two Wiss Malds' (WB) and unit. Same figure.

Princess (CT) (2,300, 50)—History Is Made At Night' (UA) and 'Don' Tell the Wife' (RKO) (2nd week). Looks for \$6,000, against a good \$8,000 first week.

Cinema de Parls (France-Film) (600; 50)—'Grand Amour de Beethoven (3rd week). Holding up fairly and may get \$2,000, after \$2,400 last

week.

St. Denis (France-Film) (2,300; 34)

- Vagabond Bienaime' and 'Jeune
Fille Moderne' should gross \$5,500
Last week 'Chanson d'une Nuit' and
'Le Coupable' \$6,000,

'Swing High' 4G, 'Brigade' \$2,700, Good in Lincoln

"Swing High" is the second Paramount attraction in as many week to go in the Stuart with a bangur gross in sight. It's the current whiz although the long awaited Light Brigade' is getting dough at the Lincoln.

Walkid Wedding (Par). Good at 10,500.

Liberty (LTC) (1,200; 10-15)—Sandflow (U) plus Straight From Orpheum (Publix-Singer) (2,890; Shoulder (Par), split with Clarence

Tourist Trade Still OK for Wash. Pix: 'Swing High,' Heaven,' \$22,000, Good

(Par) plus 'Two in Revolt' (RKO). Oke pace at \$900. Last week, 'Brand of Outlaws' (Sup) plus 'Pot Thickens' (RKO), split with 'Murder Goes to College' (Par) plus 'Poppy' (Par), nice \$900,

(rar), nice \$900.
Lincoln (LTC) (1.600; 10-20-25)—
Light Brigade' (WB). Film hasbeen long time getting here, but is
going strong, \$2,700 likely. Last
week, History, at Night' (UA), veryforte \$3,000.

forte \$3,000.

Orpheum (LTC) (1,350: 10-15-20-25)—Outcast' (WB), with 'Stop, Look and Listen' unit, split with 'We're on Jury' (RKO), plus 'Wanted to Marry' (RKO). Is showing usual vaudfilm strength and \$2,500 in sight. Last week. Time Out for Romance' (20th) and 'Penthouse Follies' unit, split with 'Racing Lady' (RKO) plus 'Don't Tell Wife' (RKO), very nice \$2,700.

\$2,700.

Stuart (LTC) (1,900; 10-25-40)—
'Swing High' (Par). Pic is going okay and will see \$3,900, or better. Last week, 'Waikiki Wedding' (Par) got ultra \$4,100.

got ultra \$4,100.

Varsity (Westland) (1,100; 10-1520-25)—Racketeers in Exile' (Col)
plus Let's Get Married' (Col). Not
so hefty, and not more than \$1,000
likely. Last week. Parole Racket'
(Col) plus You're in the Army Now'
(GB), \$900, dull.

Shep Fields Plus Playground' Tops Balto, Big \$16,000

Baltimore, April 6.
Nice going down here this week,
with biz in general holding up pace
set by strong holiday layout. Hipp,
town's only combo house, cashing in
orr flesh, with Shep Fields' band ort fiesh, with Shep Fields' band lining them up out front in grand style, not getting much help from Devil's Playground' (RKO) on Screen. House should get swell \$16,000 and would be better, but for Fields taking Sunday off for New York broadcast, and house forced to substitute Happy Felton combo instead.

substitute happy feiton combo instead,
'Good Earth' (MG) which opened roadshow engagement last week at Maryland, did a consistent night biz, though matinees somewhat off, Took fair \$10,900 and is continuing second week. Maytime' (MG) at Loew's Century for second week, is keeping them coming.

them coming.

Stimates for This Week
Century (Loew's) (3,000; 15-25-35Maytime' (MG) (2d wk.)
Holding up in good style, good
\$12,900. Last week pie led town with
resounding \$16,900.

resounding \$18,900.

Hippedreme (Rappaport) (2,300;
15-25-35-40-55-66) — 'Devil's Playground' (RKO) and stage show. Getting best biz thanks to Shep Fields'
shand. Swell \$16,000. Last week
Quality Street' (RKO) and vaude,
fair \$12,300.

Maryland (Penn-Mutual Ins. Co.) (1,570; 55-83-1.10-1.50)—'Good Earth' (MG). Roadshow took fair \$10,900 in first week and is holding over for second stanza, with biz about the

second stanza, with biz about the same.

Keith's (Schanberger) (15-25-30-35-40-55) — Miracles' (GB). Nice reception from crix and good campaign selling comedy angles of Last week, far the Army' (GB), 44,900, poor.

New (Mechanic) (1,400: 15-25-35-40-55)—Nancy Steele (20th) opening today (Wed.) Three added days of 'Seventh Heaven' (20th) just fair \$2,700, after a disappointing but profitable week at \$6,150.

Sanley (WB) (3,400: 15-25-35-40-55)—'Swing High' (Far). Headed for very nice \$11,500. Last week 'King and Chorus Girl' (WB), fell off to \$6,700, poor.

Washington, April 6.
Tourists still around and helping this week to what may be best total grosser fileker temples have chalked up this year. Earle again is out i front with 'Swing High,' but its margin is narrow over Seventh Heaven.' Keith's, which pulled out of three-months slump last week with 'Quality Street,' thanks to Hepburn's presence at same time legit, is sailing skyward with 'History Made at Night.' Rilaito went overboard with premiere of Robber Symphony' and Director-Producer Frederick Peher and '70-piece orchestra imported from N. T., but setup proved to expensive and was dropped after two of three-day stand.

Estimates for This Week

two of three-day stand.

Estimates for This Week
Capitol (Loew) (3.424; 25-35-60)—
Seventh Heaven' (20th) and vaude.
Salici Puppets back to head good stage show, but draw is up to the pic. Against plenty opposition should get oke \$21,500. Last week, 'Family Affair' (MG) and indoor circus, got light \$18,000.

iight \$18,000.

Columbia (Loew) (1,583; 25-40)—
Step Lively, Jeeves' (20th). Another flyer at first-runs, but poor \$3,500. Last week, Mis. Cheyney' (MG) (2d run) took good \$5,000 in third downtown week.

tan'ı took good, 3,500 in in dawitown week.

Earle (WB) (2,244; 25-35-40-60-70)

- Swing High' (Par) and vaude. Return of. Bert Granoff, ex-house pit
warbler, helping good all-around bill
to swell \$22,000. Last week, King
and Chorus Girl' (WB) and Jan
Garber, rolled up big \$22,001

History Made at Night' (UA). Plenty
bally largely responsible for big \$13,
500. Last week, Quality Street'
(RKO) pulled house out of threemonths doldrums with nice \$11,500.

Met (WB) (1,833: 25-40) — 'I
Promise to Pay' (Col). Maybe good
\$6,000. Last week 'No Man of Her
Own' (Par) (revival) took fair \$5,000.

Own' (Par) (revival) took fair \$5,000.

Palace (Loew) (2,363; 25-35-60)—
Maytime' (MG) (2d week). Holding toward big \$13,000. Last week overshot estimates to sock \$24,000.

Blaste (Indle) (1,100; 25-30-40-55)—
Robber Symphony' (Ind) and 70-piece ork. Combo, with producer Frederick Feher leading band, is sock as at, but opened on Satural Monday, proved too. expensive for house to support. With pic playing last five days out alone, week should get about \$3,000, good for house but to paying hefty outlay for band. Last week, 'Ambassador Bill' (20th) and 'Stand Up and Cheer' (20th) (revivals), took good \$2,500.

HARLOW - T'YL'R \$15,000, HOT IN K.C.

Kansas City, April 6.

"Personal Property! heading dual at Midland, is shifting that house to major-domo position currently. Good Earth, roadshowing at the Orpheum, got a nice opening. Claud Morris, MG exploiter, with John McManus doubling in brass, did a bang-up job on the bally. Other houses are above

Conter houses are above

Estimates for This Week

Mainstreet (RKO) (3,200; 25-40)—
King. and Chorus Girl' (WB) and
Husband's Secretary' (WB), dual.
Indicate fair \$8,500. Last week,
Walkiki Wedding' (Par) and 'Midnight Court' (WB), got smash \$15,000 and moved en masse to Newman
for current week.

for current week.

Midland, (Loew) (4,000; 25-40)—
Personal Property' (MG) and 'Find
Witness' (Col). Plenty of marquee
lure in former pic; \$15,000, fine. Last
week, 'History at Night' (UA) and
Elephant Boy' (UA), \$8,500, under
average.

samey (WB) (3,400; 15-25-35-40-55)—Swing Hight (Par.) Headed for very nice \$11,500. Last week King and Chorus Girl' (WB), fell off to \$3,700, poor.

\$16,760 Comm'l Short Suit.

A second suit was filed in the N. Y. Federal Court. Saturday (3) by Films of Cominerce. Inc., to recover \$16,760 from the Great Atlantic.

Plaintiff Corp. alleges that it entered into an agreement with A & P is November, 1930. under which it was to make a sound film to be called Food Distribution. Defending part of the \$25,000 for the picture and plaintiff wants the remainder of that amount. It action was tossed out on a technicality.

Sales Keep Cleve. Fems from Pix; 'Heaven' OK 19G with Plenty Hypoes

Cleveland, April 6.
Department store record salesdays are distracting attention of femmes from film spots and biz is down

manship plus coupla contests boosting to \$18,500. good. 'King and Chorus Girl (WB) last week couldn't live up to French star's ballyhoo, \$15,000 being around average.

Hanna (Carl Hanna) (1,435; 55-\$1.65) — 'Good Earth' (Metro). Sellout Sunday opening after encouraging advance sale, and little paper. Unparalleled laudatory notices.

Palace (RKO) (3,200; 30-70) — Nancy Steele' (RK) with Stepin Fetchit and Frances Arms heading vaude. Riding the creat for \$22,500. bill getting as many favorable breaks to the step of the sellous of the sellous

ristory Made at Night (UA), Mixed reviews may hold it to \$17,000, fair. Last week, 'Maytime' (MG), \$24,500, elegant. \$211,000 fair. Close's (1,872; 25-35) — \$211,000 fair. (MG) (2d week). Moved from thater whirly wind \$11,500, close to house's record for \$11,500, close to house's record for \$10,000 fair. (Par) struggled to \$5,500, so-so.



Inside Stuff—Pictures

Exhibitors were reassured by Technicolor, Inc., in its annual statement in the property of the

Couple of leads in a picture at one of the Coast studios had a terrific burn at each other. They hardly spoke on the set and made life miserable for the director, who was trying to make a good showing. He made peace with everyone and finally got the picture in the can. However, the script called for a love clinch between the two unfriendlies at the end. After the director apparently had washed up the film he added one more seen, showing the comic of the film. Last scene proved to be the biggest lick of the picture, according to preview audiences. Thus, the director figures, it makes him, even for everything.

RKO delayed its publicity matter on 'Shall We Dance,' new Astaire picture, as the final release title, pending the clearance of rights, due to a short story being in the field with a similar tag. While the music publishers, recording companies, etc., waxed 'Dance' under that title, the investment to RKO runs into too much money until legal technicalities are cleared.

red.
working titles were variously 'Stepping Toes' and '
there's a theme song called 'Shall We Dance?'

Altred Newman, United Artists music director, ichard Day, art director, Dudley Nichols, scripter, and John-Ford, director, wound up the script and musical score of Samuel Goldwyn's The Hurricane' simultane-gusty, During the daily chores, Day sketched all major scenes for mood, indicated action and camera setups for a graphic version, total of more than 300 black-and-white-drawings—the most elaborate script supplement of this kind ever undertaken; Sketches were photographed with scene descriptions and will be used as the shooting scenario.

Director and a male and female player at a major studio, suddenly elevated to top rank from the lower bracket picture class, are causing plenty of snickers among co-workers by their aloof antics. Trio, all in need of publicity buildup, have closed their set to the press, but at same time are not averse to entertaining dozens of friends while at work. Payoff came when head of a large chain of theatres, who happens to be related to the studio head, visited the set and was ignored by the puffed-up trio, Front office reverberations are expected to follow their actions.

Vince Hart, play reviewer for the Hays office in N. Y., knows how a mole must feel. Hart, who is to be married to a Philadelphia gal within a month, is spending his final weeks of bachelorhood in a hotel apartment at a swank address. The only trouble is that his only windows face a

blank wall in a court.

Each morning, before scramming to the office, Hart calls the hotel desk on the house phone to inquire what kind of a day So that he can tell how to dress. Thus far, they haven't given him a wrong steer.

High tribute was paid to J. McCarthy by Will Hays in his annual report while pointing out the accomplishments of the advertising code division of sheephoton Picture. Producers and Distributors Association. The death in Fabruary of this year of J. J. McCarthy, chairman of the Advertising Advisory Council, removed one whose character, ability and reputation helped in organizing this work and making it successful. Hays wrote.

"When Herschel Stuart retired as general manager of the Consolidated Amusement Enterprises, Inc., Laurence Bolognino, head of this neighborhood chaim of 23 New York theatres, wrote to each of the house managers of the Consolidated circuit, expressing his regret at seeing Stuart leave. He acknowledged the best wishes of each of the house managers of the circuit to Stuart in the latter's new endeavors as treasurer of Monogram Pic

Metro's striking art work for 'Captains, Courageous,' due for release soon, carries tull color-paintings by Simeon Shimin, who's doing the murals for the Department of Justice Building, in Washington. He also supplied art work for Multips on the Bounty' ball Whoo. Si, Seadler, Metro exploitation head, worked out the 'Captai,' ads with Hal Burrows, art department head, worked out the 'Captai,' ads with Hal Burrows, art

New high in lengthy picture house overtures was attained last week on Broadway at the Cine Roma. Pit orchestra, conducted by V. Alberti, made it a regular band concert by playing more than 23 minutes before going into stage presentation music. Actual time between conclusion of feature picture and start of stage show was 32 minutes.

Principals and teachers of every elementary and high school in Greater New York were cuffed for "Silent Barriers" on its two-a-day \$2 top run at the Criterion, N. Y., this increasing the pass list by 800 Annie Oakleys. Gaumont British wrote the educators a letter which they were informed were to serve as admittance. Most of 'em took advantage of the free trip.

'Joan Blondell's name has disappeared from all Hearst newspaper copy because of a tongue slip in the Warner studio. Someone on the lot mentioned that Joan Blondell would be more suitable for the lead in Boy Meets' Girl' than Marion Davies. Since then Miss Blondell's name has been given the absent treatment.

Paul Muni's agent is offering the actor to several of the major studio on the Coast inasmuch as Muni is not interested in having his Warner' contract renewed. Pact expires upon completion of 'Lite of Emil Zola. Deal on other lots hinges on a story that is suited to Muni's talents,

Producer at a major studio worked on a script of a foreign yarn for 14 months when his bosses learned that the rights to the yarn could not be cleared. Story now goes on the shelf. Producer continues to walk around the lot without another assignment.

While Monte Proser was chaperoning the 12 prize beauts on the train to Hollywood, for Walter Wanger's 'Vogues' filmusical, he got enough out of the idea to interest Wanger in making a film titled '12 Girls on a Train, as an unexpected sequel.

It the 20th Century-Fox offer to acquire the Roxy, goes through, it will carry with it a contract for Howard S. Cullman, receiver of the theatre, who has been in its complete charge with Irving Lesser under him. This same combi uld be retained under the plan reported.

Red chanticleer, Pathe symbol that has graced the water tank on the RKO-Pathe lot in Culver City for past eight years, has given way to the lettering. Selznick International Stu ios, marking another page in the idustry's history.

experts, under the direction of David O. Selznick, are going over the script of Gone with the Wind to determine whether it is adaptable techn color. Selznick would like to make the picture in color but does not want to make any concessions in the way of story value.

THEY USED TO VOTE DRY AND ACT WET; NOW VOTE SINGLES BUT BUY DUAL PIX

Crossed Up

Hollywood, April 6.
Producer and writer, friends for 18 years, made a dinner date to discuss author's latest novel ith view to its letture and publishing angles. Inner was set for producer's beach house. Author noticed that, as, a recent routine, the producer curled up after inner and went to sleep at his wife's feet, with wife remarki 'Eddle's so tired these days.' Fed up with that polite brushoff, author crossed up producer by going to sleep himself right at the table.

Realization that he idn't have to listen to an author kept the producer awake for the rest of the evening.

RIVAL HOUSE MGR. PLUGS **OPPOSISH**

It isn't often that one ibitor tells the public that a manager's bill is the better, but when a theatre manager buys a half page of newspaper space to tell the public how good the other mans picture is, and pays the advertising bill himself, it's one for Ripley. Cornelius G. Keeney, manager of the Park, main stem house, did that very thing.

stem house, did that very thing.
Keeney, bought the half page to
boost 'Maytime,' at Loew's Colonial,
three blooks away and not in any way
connected with the Park and its
owners, the East Reading Theatre
Co. He said a lot of pleasant things
about 'Maytime,' calling it the 'finest
picture MGM ever made', adding,
'this is an unusual roduction. Don't
miss it!'
In a namely in the same ad Keeney

miss it!'
In a panel in the same ad Keeney
told the public, 'after seeing 'Maytime,' your next best bet is Joe E.
Brown i 'When's Your Birthday?'

Hammerstein at Col.

Hollywood, Apr Oscar Hammerstein 3d has signed writer-producer contract at Co

He will do the double duty on a nodern musical as his initialer.

RCA's \$2,200,000 QUARTER

RCA's \$2,200,000 QUARTER

Net profit, after all deductions, will be \$2,200,000 for the first quarter this year. David Sarnoff, president of Radio Corp. of America, told stockholders at the annual meeting yesterday (Tuesday). This compares with only \$1,287,000 in the initial quarter last year. Figures for the 1937 quarter are not final, but a vast business pick-up is indicated by the fact that even after paying \$908,000 the preferred the single quarter earriings amounted to 10c. per common share.

Sarnoff also revealed that the Co-

ed to 10c. per common share.

Sarnoff also revealed that the Columbia Broadcasting System has placed an order for manufacture of modern RCA television transmitter for installation on Chrysler building, N. Y. He devoted considerable space in his statement to stockholders to the Work being done in television field.

Connolly to Coast

Mike Connolly, N. Y. picture and radio agent, leaves for the Coast by car tomorrow (Thursday).

20TH BORROWS HARLOW

Hollywood, April 6. Twentieth Century-Fox has borrowed Jean Harlow from Metro for 'Chicago Fire.'

Don Ameche is the other topper, with Henry King directing.

It's Like Opera Vs. Jazz-Chi Now Polling the Fans -Mamas Squawk the Kids Get Lost for Hours in Theatres But Duals Still Do the Biz

Al Christie Making Obstetrical Film; Censors OK Sex Pic

Obstetrical film for non-theatrical showing before medical conventions and instruction of student doctors is being made by Al Christie at Astoria, Long Island. Understood a medical association is bankrolling it and that several name obstetricians are acting as technical advisors. Pic will contain previously filmed cut-in shots of an actual child delivery, it is said.

will contain previously filmed cut-in shots of an actual child delivery, it is said.

Although instructional films have been common for a number of years, and many films on medical subjects have been made, it is believed this is first case of pic obstetrical education. Production is proceeding amid considerable secrecy and no announcement is to be made until film is shown before a physicians' convention some time in May. Broadway actors are being used for most of the scenes.

actors are being used for most of the scenes.

Damaged Lives, film treati ith social disease and nixed for some time, has been passed by the N. Y. State censor board this week. This is the first time that a sex film has been okayed by that body, Understood that Judge Jonah J. Goldstein was instrumental in getting film through the scissoring body because of his interest in streading knowle of his interest in spreading knowl-edge concerning social diseases. American Society for Social Hygiene

American Society for Social Hygiene is also behind reels.
Film is owned by Max Cohn, brother of Harry and Jack Cohn of Columbia Pictures. Deal is being negotiated for film to go into the Central theatre, N. Y.

Incorporations

NEW YORK

NEW YORK

Skulrum Anusementa, ac, nahattan; theatrical business; capital stock, 10 shares, no. par value. Incorporations (Nopper, all of 115 Fifth, avenue, New York (19); Order of the State of the Sta

Statement and Designation Jairatlonal Pictures, Inc., 7 West 19th treet, Wilmington, Del.; mollon pictures, ter. capital stock, 285,000 shares; 25,000 correcered, \$100, par value; 250,000 correcered, \$100, par value; 250,000 correcered, par value; Wey Kork; office, 19th Value, New Kork; office, 19th Value, 19th Value, New Kork; office, 19th Value, 19th V

president. Change in Name Grand Central Newsreel Theatre, Inc., New York, changed to Grand Central Theatres, Inc.

CALIFORNIA

CALIFORNIA

Servamento.

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Olga Theatres

Chicago, April 6. Double feature turmoil in Chicago has reached the poll-and-vote stage. Exhi itors on both sides the fence are going to the public loaded with questionnaires, ballots and fill-out cards to try and discover just how

the picturegoers feel about bill situation. Other exhi just sitting back, figuring that the ol' debbil box-office is, in the final analysis, the only ballot box that

ol' debbil box-office is, in the final analysis, the only ballot box that really counts.

With all the balloting and the voting, the exhibitors are discovering that the way people vote doesn't necessarily mean that that's the way they spend their amusement dollars. Some exhi itors who have given their customers a taste of double bargai, and then took them away due to the trend allegedly, in the ballot-box, have found out that the single bills aren't holding up at the gate as well as the twin bills did. Seemingly the customers are voting singles; but are buying doubles. Just as they used to vote dry and drink wet, and as they still vote for classical music but always the high-class stuff that gets the applause and votes; but somehow the jam-sessions still reap in the heavy sugar. And so, it is with doubles vs. singles. Exhibitors have found that the women are particularly strong in their voting against the doubles, but more than the men always head for the spot, with the film bargain. And furthermore, that the general polls don't take the vast army of juvenile picture fans into the count. For the kids, in a 100% bulk, seem to be strictly in favor of bigger, longer and more films for their dimes, and oftimes sit through 'em twice. In a situation on the west side last week one theatre played to less than 200 kids in six days with a string of single features while a double-biller around the corner handled more than 1,500 children in the same period, Mothers are doing plenty of yelping about holding supper while the kids around the corner handled move than 1,500 children in the same period, Mothers are doing plenty of yelping about holding supper while the kids sit through the three and four-hour shows and for that reason putting up some squawks against the twi bargai

To List Monogram On Curb in 10 Days

Monogram Pictures stock, which is to be listed on the New York curb-exchange, probably will leave the hands of the Securities & Exchange Commission within the next 10 days. The initial 20-day minimum period in which the SEC can call for additional information about a stock issue will elapse on April 9.

After approval is granted by the SEC, Monogram will make application for listing on the curb, Okay by the curb listing committee will require only a few weeks, especially if the stock already has passed through the hands of the federal supervisory body.

Public offering of the stock was at \$3.75 per share with only 350,000 shares originally offered. A few transactions Oyer-the-Countertrade already have been reported.

ercet, maintain; run, lease and operate moving picture theatres and to deal in and dispose of such securities as are necessary in conduct of biz; 32,000 capital pult. Stock is held by Edward Rosecan, ciligh Rosecan all of St. Louis,

Shortanguido, to Shorta

DISTRIBS SOCK BRITISH QUOTA REPORT AS ATTEMPT AT GOV'T CONTROL FOR PIX

First Findings of KRS Issued in London-Exhibs Panned for Attitude on Subject But Meet Between Both Groups Scheduled

London, March 28.
istributors take a smack at the
Quota Report, with a vicious sock
for the proposed Gov't-controlled
Film Commission, in the annual re-Film Commission, in the annual report of the Kinematograph Renters Society, published over the signature of Secretary Frank Hill. K.R.S. sees the recommendations not only as unhelpful to the progress of British letures, but also as likely to adversely affect both the industry and the public.

versely affect both the industry and the public.

First occasion on which the distributors, as a body or as individuals, have issued any comment on the Quota Committee findings, but the report confirms the general impression of their attitude.

Suggested by the Society is that the recommendations, due to complexity of the industry, do not help to further production or increase the scope; for British silms. Part admitted is that more intimate contact evene the Gov't and industry might, properly organized, be productive of good results, but setting up of a control board with bureaucratic powers is bondemned.

Thinking Essential

cratic powers is condemned.

Thinking Essential

There may be some sections of the industry which see in the setting up of a Gov't Control Board a means for obtaining some of the things for which they have been agitating, says the report, but agitations, especially when fostered, have frequently resulted i more damage being done to industry, even though points have been won, is it too much to suggest to any who may be thinking that a Gov't and the section of the suggest to any who may be thinking that a Gov't and the suggest to any who may be thinking that a Gov't and the section of the suggest to any who may be thinking that a Gov't and the section of the section of the suggest to any who may be thinking that a government of the section of the s points have been won. Is it too much to suggest to any who may be thinking that a Gov't Control Board will be a cure-all that at this time some really serious thinking is essential if the future welfare of the industry is to be safeguarded?

the future welfare of the industry is to be safeguarded?
This peragraph an obvious.
Iting eat the exhibitors, as a reply to recent threats from the Cinematograph Exhibitors as a freely to recent threats from the Cinematograph Exhibitors Ass'n that, failing cooperation of the K.R.S. on jointly approaching trade problems, it would welcome Gov't intervention.
Back answers of this nature are, and have been over a period of many years, a teature of all relations between the C.E.A. and K.R.S., and even though both bodies have agreed to joint talks on how a united trade front may stall the possibility of Gov't control, one certain thing is that it will not be easy to reach a common policy.

It has seemed, impossible on most past occasions to induce either body to see the trade's problems from the other side's viewpoint, each being insistent on saferuarding its particular interests at all costs. This time, however, chances are that the distributors may be willing to make concessions to exhibitor demands, the latter holding all the accs, with an appeal for strutor, id as an unbeatable run of trump cards in the an appeal for statutor, id as an in-beatable run of trump cards in the

Pix in Palestine

Jerusalem, March
ik: here are: The Little
ik); 'Secret Service';
'Shanghai'; iszt' (German); 'Sillouetten' ieses Waltz' (J.P.);
'The Guv-nor' (G-B); 'Girls' Dormitory' (20th); 'A Woman Alone'
(GB); 'rail of the Lonesome Pine'
(Par); 'Hochzeitsreise zu 50%'; 'Top
Hat' (RKO).

Radin in Moscow

Radin in Moscow

Moscow, March 22.

Moscow, March 22.

Moscow, March 22.

Moscow, Morch 26.

Admo owner of the
Cameo theatre, New York, arrived
here on a one-month business tri ,
Radin declared that 'the film crities
in New York agree that Soviet
einema directors produce either the
best pictures in the world or the
worst. They produce the best when
they stick to a reali ite portrayal of
life and history, and the worst when
they try to imitate Hollywood.'

Radin 'visited the Mosfilm studios
in Moscow where he saw the newly
released 'Dawn of Paris' (about the
Paris Commune). The 13' (Soviet
version of 'The Lost 'Patrol'), and
'The Last 'Night' (another Civil War
film), all of which he anticipates
mitory' (20th); 'A, Woman Alone';

5 NEW LONDON PLAYS, NO HITS

London, April 6.

'Mile Away Murder,' opened at the Duchess Friday (2). It is another attempt by Anthony Armstrong, author of 'Ten Minute Alibi,' to duplicate his first success, but unlikely.' Ride a Cock Horse' at the Royalty, Saturday (3), concerns a Yugoslavian peasant-woman who inherits a huge fortune and the resultant reaction on her morals and manners. It is unlikely.

'The Case of Constance Kent,' was shown by the Repertory Players at the Savoy Sunday (4). It is very novelettish, with no dramatic motivation to speak of. Impossible.

'Peter Petrous' at the Arts Theatre Club same night is an interesting, but again uncommercial play.' Political subject depicts a fanatical visionary who aims at promoting a United States of Europe in order to bring about world peace.

Rockefeller Bankroll Reopens Historical Versailles Playhouse

Paris March 28.

Paris, March 28.

One century and a half after the first performance, the Theatre de la Montpensier held its second premiere at Versailles last week. Little theatre, which Marine-Antoinette and XVI inaugurated in 1777, has just been remodeled and again put into use.

At the time it was built it was called the 'most perfect little auditorium in the world' from an architectural point of view. But since that time there have been years that the little theatre received no care and, at the time renovation was started, it was not even considered safe for tourists to enter.

Citte from Lohn D. Beokrefeller

tourists to enter.
Gifts from John D. Rockefeller provided funds for the reconstruction, which was carried out under the supervision of Patrice Bonnet, architect, of Versailles. Bonnet based his plans entirely on a handmade book which Marie-Antoinette kept for her brother, to show him the improvements she had made at the

Improvements she had made at the Trianon.

Theatre opened with 'The Misanitrope,' which was directed by M. Julien. Jules Leitner, professor at the Conservatory, took the leading role: Operettas and comic operas will be presented on Thursday afternoons.

Rebuilding included installation of a modern lighting system and equipment for fire prevention. There are still three stage settings designed for Mari Antoinette i the theatr ich are said to be the only ones i world still existing from that peri

Werfel Honored

Vienna, March 26.
Franz Werfel, Austria's foremost poet and playwright, received the order of first class for art and literature from President William Wiklas. Werfel is a close friend of Chancellor Kurt von Schuschnigg and considered a great help i the forming of the speeches held by the political leaders.

Werfel is not very optimistic about the future of poets and playwrights. On the contrary, he feels that films are 'illing them off.' Vienna March 26.

Alhambra, Paris, **Drops Vaude But Empire Resumes**

Music hall is trying hard not to die in this town, and it looks as though it won't. As soon as one shutters there is another to take its

shutters there is another to take its place.

Latest shutterings and openings. leave the boards about even. Empire closed two weeks ago, when the Amar brothers gave up management of the house to hand it over to Jules Marx, known in European music hall circles since he started making coin with the Scala in Berlin.

With this 'pause' comes the shuttering of the Alhambra as a straight music hall, to be reopened with legit. This shift deprives the town of its largest house, but another is to take its place early next month, when Misti uett steps into the Moulin Rouge, now operating as a cinema, to produce a revue with the collaboration of Pierre Sandri operator of the Bal Tabarin.

Marx, whose ability to operate house successfully is known, says he is going to do a repeat at the Empire. He states he is going to follow.

Marx, whose ability to operate a house successfully is known, says he is going to do a repeat at the Empire. He states he is going to follow the line of sufficient name acts. Prices will run from 25c to a little under a dollar for tops. Andre Brule will have the first crack at the Al-mambra with a 14-day stretch of revived plays, after which house will turn to oneretta.

Pils and Tabet, ita Kramer, Elyane Celis, Charles Fallot, and O'Donnel and Blair are the toppers for the first Empire offering.

New Shochiku House

New Shochiku House
Tokio, March 21.
Construction has been started on
the Shibuya Shochiku Gekijo, near
the Shibuya station. This 1,000-seater
is being erected by Shochiku to compete with Toyo's Toyoko Eiga Gekijo, opened recently.
Newsreel house £. ating 500 will be
located in the basement. Main theatre will play foreign films.

London, March 28.
Notice of closure went up
last week for The Amazing Dr.
Clitterhouse, successful Haymarket theatre show, after a
lengthy run. Then Her Majesty, the Queen, went to see it.
Immediately business spurted,
and now the run' is assured for
at least another six weeks.

That's One Way

REELS BATTLING ON CORONATION

London, March 28.

London, March 28.

and regal isplay of pomp and power, the coming Coronation conceals behind the scenes numerous squabbles and less dignified brawls, nowhere more frequent than among the newsreels who, on stringent terms, have-obtained permits to film the crowning ceremony.

Competing concerns, nothwith standing an agreement to pool interests for the sake of, the prestige the occasion could earn for motion jettures, have bickered over plans for distributing the reels, over Movietone's scoop in announcing at Technicolor reel, and now have gone into battle on a new squawk.

Other reels contend that Movietone and Pathe, by whom (in the persons of Gordon Craig and W. J. Gell respectively) most negotiations with the authorities were conducted, are commandeering the best Abbey positions as their perquisite and will oblige others to accept hastily duped prints of shots taken from those angles, while reserving the best natural prints for themselves.

themselves.

Other squawk concerning newsreels comes from exhi , alleging profileering by the companies. At Cinematograph Exhibition Assn. district meetings protests have been voiced at charges of \$50 for a three-day run and \$3. for subsequent three-days, contending these rates are exorbitant and virtually impossible for small theatres. Urged as pro-exhib argument is that, as the Gov't has granted abnormal facilities for filming the Coronation, official protests should be lodged against attempts to profiteer.

Situation has even caused disagreement in C.E.A. circles, prominent members contending the proposed charges are fair, considering the heavy expense newsreel units will be obliged to bear in servicing the neture U.K. with prints for immediate release. Normal rule is to split the country into first, second, third, and subsequent runs, indicating that, for this occasi printing and laboratory costs may be increased four times. Other squawk concerning news

Tokyo, March 21. Group of 19 artists under direction Fanchon & Marco has arrived

Suit in France Over Actor Union's Insistence on Guaranty Deposit

Mex Workers Boycott

Gov't Short on Oil Biz, Mexico City, ril 6.

Tetroleo' (Petroleum'), one of a series of shorts depicting Mexico's principal industries, which are being made under government sponsorishing has been boycotted by the Confederation of Mexican Workers and Peasants.

Labor organization feels that the bic snubs native labor and toadies to the oil companies.

Par's S. A. Pic

Buenos Aires, April 6.

Paramount has accepted for distribution in the entire Latin American territory a locally-made film entitled "Mateo." It's a drama with mentitled "Mateo." It's a drama with missic.

Picture was produced by Critica, local daily.

Paris, March 30.

Ights the French Uni des deril of the Federation of Spectacles, and Mile. Pax the reducing eneral of a series of circetor of the Theatre Daunou, has instituted against the Union as a result of a dispute.

Recently taking over the shuttered help lay resumed. But on the resignation of Mile. Pax, Union received the resignation of Mile. Pax, Union received the resignation of Mile. Pax, Union received the resignation of Mile. Pax thas requested her lawyer. Raymond osenmark, to appear because a sum sufficient to appear because a sum sufficient

CIRO'S HAS COIN BUT NO NAMES

Bert Ambrose and Jack Harris have now a paid-up membership of 2,000 for their recently reconstructional general Co. have now a paid-up membership of 2,000 for their recently reconstructed and reopened Ciro's Club. Membership, which is for one year, costs \$75, making a total intake of approximately \$165,000, which does not include the leader's own investment, understood to be another \$50,000.

With all that money in hand, boys are in a postition to put this nitery on top of the class. At present their main trouble has been getti international names.

First, name suggested was Ethel Waters, who was offered \$2,500 to double at the Palladium, she wanted that amount for Ciro's alone. Three Ritz Brothers were offered \$5,000 per on the same doubling condition, which proved another turndown. Boys would have come for \$0% less a year ago, but that's a different story.

ferent story,
Ambrose, and Harris finally set
Helen Morgan. She gets \$2,500 doubling at the Victoria Palace, with
both managements contributing half both managements contributing half of the salary. She opens April 19 i

Molly Picon Heads Bill of Mostly Yank Acts in Johannesburg

Johannesburg, March 14.

Molly Picon opened at the Empire theatre here to one of the best crowds seen for vaude in too long. Her half hour performance was extended to three-quarters of an hour because of encores.

Others on the bill are Jimmy Hunter and Dan Walker, Campbell and Wise, Ted Ray and His-Girl Friends, Eddie and Ada Darnsy Tex McLeod, Laurie Joy and Graham, Dai Jones, Rose Perfect, Medvedeff's Balalaika orchestra with Georges Wolkowsky and Esme Grande.

'THEODORA' TOPS SYDNEY

\$15,300 for 2d Week-Show Boat-Strong in 10th Month

Sydney, March 12. "Theodora" (Col) is still tops her Theodora (Col) is still tops her on its second stanza, with a take of approximately \$15,300. 'Bi Broadcast' (Par) is out after moderate three weeks and 'Valiant' (Par) replaces, 'Show Boat' (U) sweeps into its 10th month and still going strong. 'Magnificent Obses-sion' (U), in on revival, should cop some added coin.

some added coin.

Girl from Paris' (well, with a good run lik brandt' (UA) is out after so-so bi, with Cinesound's 'It Isn't Done' replacing 'Gorgeous Hussy' (MG) is pulling Crawford-Taylor fans, but is not expected to smash records. Next in for Metro is 'Born to Dance'.

Biz is only so-so on weekly change for 'Smart Blonde' (WB), 'Gips Pecos' (WB), 'Suzy' (M-G) and 'Hollywood Boulevard' (

Melbourne, March
over here, with the city
crowded for Cricket Test. Mats
weak, but night trade is strong.
Lineup includes, Mr. Deeds (Col.)
"Valiant' (Par), Sweet Aloos (WB),
Libelled Lady (MG), Road to
Glory' (Fox), is'll Make You
Whistle' (AD), ing Baby' (Fox),
Show Boat', 'Great Ziegeld'
(MG) and 'Dishonor' (AD).

Zealand, March 12. Zealand, March 12.

No complaints here, with parade led by 'Anthony Advers' (WB) 'Girl from Paris' (RKO), 'Cain ambel' (WB) 'Banjo' (Fox), 'Three Smart Girls' (U), 'Big Broadcast' (Par), 'Dishonor Bright' (AD), ud 'My Man Godfrey' (U).

Italo-Ethiop Pix Mart

Milan, April 6.

Milan, April 6.

ith Italy moving into Ethiopi
film compani think that the territory can be opened wider than ever
for films.

With this in mi Paramount has
assigned Cesare Aboaf, from the
local office, to go down to Adis
Ababa and get things moving.

STORM OVER AUSTRALIA

Survey of Australian Studios Proves Quota Demands Impossible

Sydney, March 16. Syuney, March 18.

Premier Stevens of New South
Wales has announced that his government would see that the Quota
is carried out correctly this year. In
connection with which VARETY made
a check of local production activity.

scheck of local production activity. This is the result:

Matienal Studies, Ltd.—Inactive, Last production was Rangle Riverin conjunction with Columbia.

Mastercraft.—Studio never used to date Several propositions; but nothing definite.

Barrier Reef Prods.—Hired a studio for White Death with Zane Grey. Pic was fiop and no more set Expeditionary Films.—Hired a studio for Uncivilized. Charles Chauvel. at present an Marneiro.

studio for 'Uncivilized' 'Charles Chauvel at present in America' studying at Universal. Will produce further on return, he says. Fine Players Corp.—Hired a studio for 'The Bells' Pic never got by officials and remained in can. No others listed.

thers listed.

Commonwealth.— Made 'Mystery's land.' Par is releas! No others

Island. Par is releasi No others listed.
Clineseind.—In active production all along. Has two studios in Sydney and lohe in Melbourne. Recent pix, Thoroughbred. Orphan of Wilderness, 'It Isn't Done and 'Tall Timber.' Continuous schedule:
Actually, New South Wales, there are only four studios suited for production work. It would cost the Americans thousands of dollars to get started in pic work over here to meet the problem of the Quota Act.

Act. So far, three months have sped by of the second-selveds year with only one unit makingripts. On its second year the iAct-scale for 71% coverage for distallers with only nine months left to set production plans in full working order. All studios would have to work at full pressure almost immediately, a thing the government must realize is absolutely impossible, to make up for time lost beforehand.

MUCH ADO ABOUT PASTURES' IN ERIN

Belfast, March 28.

It will take the whole weight of the City Corporation here to decide whether Green Plastures' (WB) may be exhibited in the city or not. Special session of the civic body is being called to discuss the point.

Picture has been seen and approved by the Police Committee, to which powers in respect of films are inormally delegated, but controversy aroused by prejudiced religious elements has become so fierce that the corporation thinks a full-dress debate is a wise solution.

Committee, angered by the snub, may explore the legal position, to ensure whether the corporation is entitled to overrule its decision.

Filming the Bible

Jerusalem, March 20. inematographic illustrations of Bible stories for children are being made here by Aiden Crawley, exnewspaperman, son of the Dean of Windsor, who has ith him full sound equipment. Crawley and his party will remain in Palestine for nine months, during which time they will tour Palestine and Sinai. Party is now encamped behind St. George's Cathedral. Films will be peddled by School ims Ltd. of London, in conjunction ith the Christian inema Council of England.

Who's Stuck?

Arch Mayers, of DuWorld Picts., got a letter from a French producer offering a French film for American distribution at a \$7,500 guarantee. Figuring the price exorbitant, and not wanting the picture in the first place, Mayers replied sarcastically to the effect that the Frenchman might have been thinking of francs, rather than dollars. But the gags on Mayers. The Frenchman said okay 7,500 francs would do just as well.

BRITISH BIZ FADING IN **SYDNEY**

March 20

British pic biz in Australia still emains at a low ebb.

Yanks have crashed in

tically driven the British from the creens around the ace spots. British distribs have reached the dead-line and are calling for assistance to check the Yankee ad-

Figured that the only way would be for the introduction of an Im-perial Quota. Federal Government has been approached many times on this question, but up to the present nothing definite has been done. There are local quota laws, of course.

There are local quota laws, of course.

Point arises whether British trade
officials in London will stand by and
watch the Yanks cop the Australian
field entirely, or whether some move
will be made to stop the riot in a
British possession. Position is really
a very serious one.

BUDA NG'S O'NEILL'S TELESCOPED 'ELECTRA'

Budapest, March 26.

ill's 'Mourning becomes Elec-tra,' rechristened 'American Electra,' in the Magyar translation, is at the National theatre, with Gizi Bajor in the leading role. Three plays have been compressed into one evening performance lasting from seven till after midnight.

after midnight.

laygoers here lectra' to be a most depressing theatrical experience, but the play's literary merit is acknowledged. Although grim tragedy is not altogether in her line, foliz Bajor acquits herself of her task admirably. She does particularly well in the first half of the evening, when Lavini is still permitted by the author to be somewhat human. Margit Makay, as Mrs. Mannon, makes a good job of the death scene. Cast and direction are very satisfactory throughout. On the whole, however, ther critics nor the public consi O'Neil's blood curding and fatiguing work a great asset to the National's repertory.

Films in Egypt

, March 22.

ilms Ltd. of London, in conjunction ilth the Christian inema Council of England.

Osaka House for Toho

Osaka House for Toho

Toho chains, which has been with son release spot in Osaka, is constructing a modern theatre in that city, near the Govt. railway station, House, to be named Umeda Gekijo, will seat 1,800.

March 22.

Current pi here ar Private Number (20th) (Royal): Splendour (Metropole): Born, to Dance (MG) (Diana Palace): Teeds Goes to Town' (Col) riomphe): 'Leila. Daughter of the Desert' (Cosmo, 3d week): Modern Times (UA) (Roxy). In Alexandria are The Plainsman' (Par) (Mohamed Aly): 'Tod Give My Life' (Royal): 'Romeo and Juliet' (MG) (Rilato): 'Charge of Light' (MG) (Rilato): 'Charge of Light' (Brigade' (WB) (Rilo): 'Golden Arrow' (WB) (Strand).

QUOTA A MUST

Where to Get 71/2 % Local Product Is Another Headache, but Authorities Don't Want to Know About That—Sir Victor Wilson in America

INT'L TANGLE

Sydney, April 6.

Like a team of government is privileged to like the system of the what the Australian government has decided to do as regards the film quota—and which is why American picture men here are too happy.

happy.

Premier of N. Wales Stevens has just issued a new dictum as regards quota to the effect that the granting of exemptions covering 1936 must not be construed by the industry as a precedent.

industry as a precedent.

Went on to imply that a law is a law and there's no sense kidding about it. Law has been in effect for about 18 months and no one paid much attention to it, largely because of ambiguous wording of some of the passages. American distribs here picked up all available local films, but didn't produce or finance production, with the sole exception of one film made by Columbia. At the end of the year, the government excused everybody for having breached the law, which was a break, but

cused everybody for having breached the law, which was a break, but now, it is obvious, the government wants to get down to brass tacks. Quota for 1937 calls for 7½% distribution of local product. Where anyone is going to get that many pictures, or how, is a bit of a mystery, with only one studio, Cinesound, at work. But the government, seemingly, doesn't want to know about that. There are quite a number of dark studios, it is pointed out. pointed out.

Phil Reisman's Stand

Phil Reisman's Stand
Meantime, Phil Reismann, RKO
foreign head, Visiting here on a general business' survey, blew up a
veritable storm by telling reporters
that he would not produce pictures
here, no matter what. Market isn't
worth it, he claimed, and all the
Americans, he said, were with him
on the matter. They'll walk out of
Australia first, he intimated.
Naturally that was meat to the
localities and advocates of more
breaks for the English and less for
the Yanks. They've been yelling
heir heads off ever since, and the
owners of the locally dark studios
are right behind 'em.
What makes things worse is that
Sir Victor Wilson, Hays office rep
in Australi, is currently out of the
country, on a U. S. visit, and there
is no one here to really keep things
flowing smoothly.

Sir Victor Won't Talk

Sir Victor Wont. Talk:

Hollywood, April 6.
ictor Wilson, head of the
American association of film distributors in Australia (a sort of Hays
office of its own) is here on a studio
visit—but not talking.
He leaves for New York at the
end of this week for confabs with
Will Hays and refuses to comment
on the current headaches in Australia until he's talked things over
with the boss. Will sail for England and the Coronation on May 4.

'Premature'

Reported statement by Phil man, RKO foreign chief, in Australia, that, Americans would quit the market if fored to produce would appear to be somewhat premature. No action or plan of action by the American companies, as a group; has even been considered to date. Hays office in New York hasn't had full reports on the situation and doesn't know whether any action is called for.

There are practically no foreign department heads in New York at

PRODUCTION FOR 20th-Fox's Move to Dub German Dialog in Italy (Because of Low Costs) Important to All U. S. Pix

You Never Know

London, March, 28,
After previewed here, Penrod
and Sam' was figured for the
kid traffic.
British Board of Film Censors, however, spotted some
gangster stuff in it and gave
the picture an 'A' certificate,
meaning for adults only.

ZURICH RESENTS REICH SWISS INVASION

. March 30.

, March 30.

Fear that German film interests will gain control of the industry in Switzerland has precipitated a demand for governmental action to stop any such move.

From Lugano comes the news that the acquisition by Tobis of the Castel. Trevano, near that city, for the purpose of installing a studio and making films in Switzerland has aroused a great number of protests. It is feared there, and here, that German producers will attempt to make films on Swiss territory without Switzerland profiting in the least, as German artists and technicians would be used.

Leading in the protests is the Neu Zurcher Zeitung, local daily, which states that this initial move of Tobis will be followed by the same methods the company used in Austria with Tobis-Sascha and is an attempt to start German control over Swiss cinema interests.

TOHO MERGING TWO STUDIOS IN JAPAN

Tokio, March 21. Tokio, March 21.

P.C.L. Studio and the J.O. Studio, operated separately but both owned by Toho, will be merged into one outfit. Takeover will be made in May by the Toho Filming Co, newly organized with a capital of \$1,500,000.

Plans call for maintaining a studio at Kyoto under direction of Yoshio Ozawa and one in Tokio managed by Takeo Ohashi.

Ohashi also announced that a more concerted effort will be made to attract additional actors and directors.

Gonzalez Back Home

Gonzalez Back Home
Eduardo G. Gonzales, v-p of United
Theatres, Inc., Puerto, Rico, sails
from N. Y. for home April 8 after
completing a film deal with Grand
National and purchasing \$16,000
worth of new Western Electric equipment for chain he represents.
United will handle GN product for
Porto Rico, Santo Domingo and St.
Thomas in West Indies, under deal
set by Gonzales. He was here for
three weeks during which he looked
into U. S. exhi ing:

present, only ones on hand being Arthur Loew of Metro and Walter Hutchinson of 20th. Latter sails for England today (Wednesday) and neither has made up his mind on the situation down under.

Understanding in the trade is that Sir Victor will be able to give Major Frederick E. Herron, Toreign chief of the Hays office, a full report when he arrives in New York early next week and that Herron will then communicate with the various picture company foreign chiefs, around the world, on best possible action.

Twentieth Century-Fox has decided to experiment on the dubbing of pictures into German outside of Germany, employing the Italian dubbing studios for the purpose. Itali dubbing is the cheapest in Europe. It's admittedly an experiment on the part of 20th, but with all U. S. companies watching results closely. iri's Dormitory, work to start this week. If successful it may, set the trend for the entire business on a new level. a new level.

set the trend for the entire. business on a new level.

Theory up to now has been that, Germany is the hub of the German, film biz. But Germany, has been so ardent in its nixes, of U. S. films that it has been very difficult to go on there. Thus a growing number of important b.o. films have been marked n.g. by German censors with no explanation whatever. Twentieth thinks that these films can be dubbed into German outside the countries around central Europe with okay results. Whether there is enough biz to be gotten out of Austria, Hungary, Czechoslovakia, etc., to pay for the venture is to be seen.

RKO Started It

etc., to pay for the venture is to be seen.

RKO Started It

RKO really started the experiment by dubbing 'Mary of Scotland' in Vienna. Job was finished last week and is now going out for distribution. This. is not quite the same thing, however, since RKO has no offices in Germany and has not atempted to do any business there since the Hitler regime. Company simply figured the market dead and went ahead on its 'Mary' plans in Vienna, not caring about Germany, RKO has sold a few pictures into Germany in the past couple of years, but strictly on a cash and carry basis. If any German distrib offers to buy an RKO pic, paying dollars for it, he can have it. Otherwise no dice.

Universal. United Artists and Warners are similarly out of Germany. Paramount and Metro are there and are considering no chinges for the time being. These two companies, plus 20th, ship in about 30 pictures a year between them. But they have found that they have to submit about three or four times that number to get 'em in. Even so they have figured up to now that it's worth trying. If the 20th experiment works, flowever, they may feel that, in that case, it might be ust as well to forget the headaches involved in the German sales.

John W. Hicks, Jr., Par foreign chief, currently in Paris, is watching the situation closely, but will not likely make any decisions for a while. Arthur M. Loew, in New York, Metro foreign head, likewise. refers to wait and see. Walter Hutchinson, of 20th, sails for Europe today (Wednesday) and will be on hand to get reactions when the first of his Itali' made German dubs is ready.

'Unforeseen Reasons'

Vienna, March 26.
All was set for the premiere of
Karl Hans Langer's play, 'Charles
L. Emperor of Austria.' Attillo
Mordo was to direct the play in the
Coesterreichische Theatre in Neubaugasse. Vienna, with Frix Gerlach
to play the role in the unhappy Emperor. On the evening of the premiere—the theatre was sold out in
advance—perfor was called
off.

Short notice read, 'For unfores easons.' The government had reasons.' tervened.

Betty Inda In Tokyo
Tokyo, March 21.
Betty Inada, American-born Japanese dancer, has arrived here to fill engagements.
Miss Inada has made a number records for Columbi

ELEPHANT BOY (BRITISH MADE)

(BRITISH MADE)

United Artists release of London Film reduction. Features W. E. Hollowsy, D. J. Williams, Salo, Watter Hudd and Allen eages. Directer Symmetry of Committee of the Republication of the Republication, John Collier, Akos Tolnay, Marcia De Silva film editor, Charles Criston; Campasa, Osmond. Hurradalle, At Mithi, 2018. rees April 3, 4; Running time, 81 inlins.
Toomai Sabu
Kala Nag Furusthia
Toomai's Father Mater Hood
Muchud Apiu Allun Jeayes
Ham Lahl Bruce Gordon
Hood Muchud Apiu Sabu
Ham Lahl Bruce Gordon
Ham Lahl Jawa

Elephant Boy's is a legendary and rather fantastic tale built around the affection which grows up between a native Indian boy and his elephant, an animal which is tops as a hunter. It is a Rudyard Kipling story which reads better than it films, same as the Tarzan yarns. Having nothing particularly exciting for the camera, nor any plot to speak of, it will demand careful exploitation and advertising. Where animal or will probably get across, but it doesn't suggest more than fair grosses, even on such bookings.

That lephant Boy is from the Kipling pen may be its best recommendation. Kipling wrote the story under the title of. Toomai of the Elephants, but the little used here seen the second of the Elephants, but the little used here seen to be a second of the Elephants, but the little used here seen commendation. It is not the mation and whose great ambition is to be a hunter. Played by a native Indian boy named Sabu and he imparts to it as much charm and najvette as can be expected. Child has a pronounced native dialect which doesn't hurt, but many of the other characters are entirely too British to E. Holloway, Allan Teayes, Bruce Gordon and others, cast as native hunters and elephant owners.

Walter Hudd, with the exception of a couple others, who appear only in brief scenes, is the only person cast as a white, he being the hunter commissioned by the government to round up much-needed pachyderms.

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Walter Hudd, with the exception of a couple others, who appear only in brief scenes, is the only person cast as a white, he being the hunter commissioned by the government to round up much-needed pachyderms.

Walter Hudd, with the exception between the boy and his mammoth pal, the action concerns the routine job of rounding up men and animals for unding up men and animals for the big hunt, pitching of camp, kil

STEP LIVELY, JEEVES

20th Century Fee production and release. Features Arthur Trancher, Patricle Ellis, Robert Kent, Alan Dinshutz, George Glyat, Helen Flint, Directed by Eugene Forde. Based on F. G. Wotehouse series: original slory, Frances Hylindi; series pluy, Frank camera, Daniel B. Clark, Al. Palace, N. Y., double bill, week April 1, '37, Houning time, 67 uline, 67 uline, 67

Jeeves	Arthur reacher
Patricla Westley	Patricia Ellis
Gerry Townsend	
Hon, Cedrle B, Crom	weil Alan Dinehart
Prince Borls Caulnov	George Glvot
Babe	
Barney Ross.,	John Harrington
Slug	George Cooper
Max	ribur Housman
Joey	
Gaston	Frankllu Pangborn
· ·	

Jore Prinklly Panglorn

A muddled version of one of P. G. Wodehouse's funniest comedy characters emerges in this 20th-Fox proceeding the control of the cont

gangster living a palatial Long Island estate, it's gunmen for flunkeys, is too ridiculous for the average American even in a farce. Cast is generally weak, as is the romance between Miss Ellis are Kent. Grater a while, chiefly due to the fact that there is so little comedy in his lines. Dinehart, as his elliow con merchant, suffers from the very same allment. Arthur-Housman, playing usual drunk, is okay.

Scho.

The Crime Nobody Saw

The Crime Nobody Saw

annionin production nod release. Fentyres Law Ayros, Buth Coleman, Benny
Baker, Signew Pallette, Directed by ChanBarton: Adapted by Bertram Milhauser.
Barton: Adapted by Bertram Milhauser.
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Barton

merica in the control of the control

THE MIGHTY TREVE

ı	Universal release of Val Paul production.
í	Features Noah Beery, Jr.; Barbara Rend
	Features Noan Beery, Jr., Burbata Head
i	and "Tuffy,' Directed by Lewis D. Collins.
j	Screen play by Albert R. Perkins, Marcus
	Acreen play by Arbert Att & Commer Albert
	Goodrich and Charles Grayson, from Albert
	Puyson Terhune novel, 'Treve', Camera,
	Jerome Ash, At Mayfair, N. Y., April 1,
	Serome Ash, At Mayinti, At An and and
	'37, double bill. Running time, 68 mins.
	"Bud"
	Alleen Barbara Read
	Andria Taleda
	Uncle Joel Samuet S. Hinds
	Mr. Davis obset Covanaugh
	Mrs. Davis Alma Kruger
	Pepe Julian Rivere
	repe admict mirely
	Slego Edmund Cobb
	Hibbens Erville Alderson
	Willon Guy Usher
	William
	Treve Tuny

Miniature Reviews

Elephant Boy (UA). Ki ling legend about a boy and his lephant pal. Tedious and thin. Will need pushing to get fair

grosses.

'Step Lively, (20th),
Weak derivation from the
Wodehouse character, destined
strictly for the duals.

strictly for the duals.

'The Crime Nobody
(Par). Weak dualer.

'The Mighty Treve' (U). Gripping thriller of dog's devotion, designed for family trade.

'Westbound Mail'
Charles Starrett western,
enough to taper the duals.

recent times out. He portrays the animal-loving youth without going overboard on the sentimental side. Samuel S. Hinds contributes a sincere picture of the fussy old uncle. Barbara Read, a sprightly ingenue, is adequate. Hobart Cavanauis makes something of a bit. Others who run true to type include Julian Rivero, Alma Kruger, Guy Usher, Edmund Cobb. and Erville Alderson. Boosting this as a Terhune dog story should help. It will get the juveniles, dog lovers and grown-ups, especially in family houses. Wear.

WESTBOUND MAIL

WESTBOUND MALE
Columbia production and release. Stars
Charles Starrett. Features Rosalind Keith.
Directed by Folmer Blangsted. Adapted by
Francia Gulhan from story by Feter St.
Chaloner, N. Y. April 3, "37, doubte bill.
Running time, 37 mins.
Stimer Survey. Romlind Schieller
Stimer Survey. Romlind Schieller
Gun-Barlow Arbur Stone
Andy Arbur Stone
Still George Chesabio
Shorty Art 1x

Pretty good saddle picture to taper the duals. It offers romance and action and makes a fair effort to steer off the familiar formula by substituting a race between mule teams and hitched horses to the timeworn saddle horse contests. Charles Starrett is somewhat stiff as a dashing law enforcement officer but in the main he is suticiently personable to wincome the street of the

ers.

The camera work is worth extra
mention. For the brand of film which
this is, the photography is above par
and deserves an approbatory smack
because of some of the shots, in
closeup. Shan.

because of some of the shots, in thisses — Eville Advisors Closeup.

Treve — Treve — Tufy

Producers, director, cast and came rea have portrayed a gripping picture and projected human yarm. The Mighty Treve will be a satisfying for the family spots but for the most part will have to gather and projected human yarm. The Mighty Treve will be satisfying for the family spots but for the most part will have to gather and projected human yarm. The Mighty Treve will be satisfying for the family spots but for the most part will have to gather and projected human yarm. The Mighty Treve will be satisfying for the family spots but for the most part will have to gather a major laurels on doubt about the sterling.

Such category, however, it may build in from word-of-mouth and at least rate a kindly slap on the exhibitors.

There is no doubt about the sterling.

There is no doubt about the sterling.

There is no doubt about the sterling.

There is no doubt the sterling of the step of the

foil, with a comic style that clicks. At times he suggests Leon Errol. Kay Hughes is nice as the girl, and the veteran, J. P. McGowan, is an execution of the control of th

LAWLESS LAND

Republic release of A. W. Hackel produrelon. Directed by Albert Ray. Stars
Johnay Mack Brwm. Story and serven
play by Andrew Bennison: camern. Jack
Arrein, N. Y. Goudbe bill, April 1-2, "I.
Running time, 69 ming.
Jeff. Johnny Mack Brown
John John John John John
Clay. John John John
Clay. John John
Clay. John
Chee, Julian Rivero
Lafe. Horner Murphy
Bert damid Admid Canado
Lolla Ang Cumurgo
Lolla. Ang Cumurgo

Sheri dward Casaldy
Lolita. The Country celluloi about
the Star State Ranger who rides into
the slap-board town, solves the usual
series of murders and gets the gal.
It doesn't stack up-too strongly.
Doesn't have a great deal of action
for a western, and the lightweight
plot has been stretched till it grows
ted my more than a wite on the
marquee, and will probably offset
the pie's quality in many a house.
Brown does o.k, in terubberstamp role of the rugged Ranger.
Louise Stanley, a WB contractee,
makes a very pretty love interest,
and her acting is all right. Her coifdirue is especially fitting for a cowgirl, and oats opera contemporaries
to the expected slim, sleek, pencilmustached heavy; he sneers well for
a large hiss response. Horace Murphy is a good comedy type for a
mustang meller, but his material
creaks.
Script not so good as run-of-mine;

screaks.

Script not so good as run-of-mine; direction up to snuff. One lack in the film is a lickity-split, hair-lifting chase.

Bert.

Wenn Die Musik Nicht Waer

("Liszt's Rhapsody")
(GERMAN MADE)

GERMAN MADE)

Also reisses of Tobic States States of Tobic States of Tobic

Rusmittach V. Prachitschich.

Ribbert V. Meyerinck

(In German, No English Titles)

This type of hop, skip and jump
costume film belongs to the producing period of those years immediately prior to the talker era. Except, of course, that this is a lingopicture. It is inconceivable that it
anywhere. Wenn die Müsik Nicht
Warr ('Iff There Weren't Any
Music') is being exploded in this
Yorkville stand is Light's Rhapsody."

DER HERRSCHER

('The Savereign') (GERMAN MADE)

(GERMAN MADE)

Toble Cinema reference of the control of the contro

(In German)

(In German)

Season's outstanding German pr duction. It is not only the first j line for the annual film prize here, but is also headed for world distribution. Jannings again lives up to his name, still the heftiest for Teutonic marquee. And though the fulcrum of every scene, he is not left to carry the thespic burden alone. A cast of exceptional ability was picked to support him.

Film starts off with a burial scene which ranks among the most effective and daring of film history. Through untold footage only rain-beaten umbrellas are to be seen and the droning voice of the minister, heard, Shots of feet flageting in puddles, lowering of the coffin and fages of the have come come the character of each role is set.

Clausen, a business man of the self-made variety suddenly face to

wife are shown. And within that one seense the character of each role is clauser, a business man of the self-made variety, suddenly face to face with death, becomes reflective for the first time of his life. He sees his children as parasites, gobbli riches as he amasses them.

His resolve to live life while there is still time is followed by falling i love with his secretary. When the children hear that the two have gone off to Italy they decide on a despite of the secretary of the secretary of the secretary. When the children hear that the two have gone off to Italy they decide on a despite of the secretary. When the series of the secretary of

Paul Wagner, as Wolfgang, the eldest son, makes with this, his first screen performance, a decided place for himself, while Hannes Stelerary and the part's indecision. Walter Werner and Paul Blütt earry force by repression, while Herbert Hubner brings in a few sorely needed touches of lightness.

touches of lightness.
Picture is an excellent transfer of the morbid Gerhart Hauptmann play. Before Sunset. 100 metals to the morbid Gerhart Hauptmann play. Before Sunset 100 metals of the accent in the film salso placed on the acting, with practically everyone of the cast w.k, the Berlin boards.

CIRCUS GIRL

Republic release of Nat Levine production. Stars June Travis. Bob Livingston. Done of Not. Levine production. Stars June Travis. Bob Livingston. Done of Not. Bob Livingston. Not. Bob Livingston. Practice of Not. Bob Livingston. Not. Bob Livingston. Done of Not. Bob Livingston.

Originally a Cosmopolitan mag story by Frank R. Adams. Circus Girl' turned out very dull film fare. Will need all the dual support it can gather and will be mostly relegated to the small type in ads or go anony-mous with the tar 'plus second fea-ture.' Makers were deliberate slimming its chances—deen't have the traditional circus music, can't catch a calliope note anywhere. In shots of big top from the outside, etc.

ctc.
Cast, as far as general marquee is concerned, is of little strength. Cat sequences look like Mabel Star of the Al G. Barnes show, although imbilled. Aerial stuff is credited to the Escalante family, well known in circusdom.

A little circus compah from the band would have helped a whole lot.

Barn.

FOR VALOR (BRPTISH-MADE)

GFD release of Capitol-Cecil production.	i tr
	a
	fz
	Ϋ́
Running time, of mine.	
Thousand The Transfer of the T	is
Charlie Chisholm	12
Water Pykel Rainh Lynn	1 -
	fa
Clare ChesterJoan Marion	a
Mr. Gallop	(e
Inspector	ti
Fowle	1 b
Chester	15
Prison Governor	
BarmaldJoyce Barbour]a
Stafford	4 50
Solicitor Basil Lynn	1
Spington Walter Lindsay	1

Beautiful distribution of the control of the contro

Hetenkint Egyszer Lathatom

(I May See Her Once a Week')

Budapest, March 24.
Globus production. Directed by Saudor Salatinov. Scenario, Karoly Nodi; based on story by Mikos Lorinez. Camera, Ander Vidor. Cant. Zith. Percel, Phosks Vas-Partic Land Care, Land Care, Land Care, Land Care, Land Care, Land Care, Land Cardon); Julius Exèce, Lejos Cardon);

Except for one or two praise-worthy efforts, the standard of Hungarian comedies is sadly deteriorating. Stories are inane, laughs chean, and technique stagnant. Good actors are used for silly and stereotyped parts. Second-rate gags take the place of dramatic action. Comedians are the only redeeming features. Once a Week' is even below that average. Story has to do with a young painter who falls in love with a girl, pupil at a strict boarding school where male visitors are taboo. In order to see her, he poses as her lands. When the real uncle furnity, there are the obvious complications of the second of the seco

ons.

No wonder producers complain at Hungarian picture proceeds arely cover expenses, if they insist a feeding to the public stale lemonde of this type.

Jacobi.

HOFKONZERT

Eggerth. Directed by	Detici Sierck. Music
Edmund Nick At	S0th Street Garden.
N. Y., March 26, '3'	. Running time 90
Christine	Maria Eggerth
perenissimus	Otto Tressler
Col. Flumms,	udolf Klein-Rorre
Tamara	Twa Wania

(In German, with English Titles)
A couple of years ago, Marta Eggerth was the top femme draw on the continent; today she's just annient German film star. Her voice states of the continent today she's just annient of the state of the state

so much to sing as to find out where and who her pappy is. She is invited to the royal court to sing, and there discovers that the king himself, a sweet and kindly soul, is herfather. Johannes Heesters, the Teutonic version of a handsome man, and the tender of the Teutonic version of a handsome man, and the Teutonic version of a handsome man, and the tender of the Teutonic version of a handsome man, and the tender of the Teutonic version of a handsome man, and the tender of the tender of

MIDNIGHT TAXI

	D			4.4	
20th C	en'ury-I	ox re	lease of	. Milto	n II.
Feld pro	duction.	l'eat	ures Br	lan Do	nlevy.
Frances					
man:, G					
Forde.	Story,	Borden	Chase:	adapt	ation.
Lou Bree	low and	1 John	Patrick	c; edito	r. Al
De Gaet	aro; ca	mera,	Barney	MoGitt	. At
Central,	N. Y.,	week I	darch 2	7, 37.	Run-
ping tim	e. 69 m	ins.	* 1		
Chick G	ndnar		P	rion De	nlave
Gilda Le	a dict.		10	OFICAN.	Drake

Chick Gardner	Brian Donleyy
Gilda Lee	Frances Drake
Philip Strickland	Alan Dinehart
John Budd	Sig Rumann
Flash Diltion	Gilbert Roland
Lucky Todd	Harold Huber
J. W. McNeary	Paul Stanton
Lucky Told. J. W. McNeary. Erickson. Barney Flagg.	Lon Chaney, Jr.
Barney Flagg	Russell Hicks
Hilton	Regis Toomey
	1.104

Galloping Dynamite

Ambassador release of Maurice Conn production. Stars Kerntt Maynard. Features Against Marine Conn Production. Stars Kerntt Maynard. Features Against Marine Connection of the Connection of Conn

l	Tint		t I	faynard
l	Reed	Jo	nn_	Mertor
1	Wilkes		YIO,	Suarpe
ľ	Jenkins	Stn	Earl	Dwire
١				

Kermit Maynard's version of the J. O. Curwood yarn, "western of th

.*		MUSIC	CAL)		
World	Picture	s Corp.	produc	ction s	nd re-
lease.	Stare '	Tito B	hipa.	Direc	ted by
Mario I	Bonnard	music	by Da	n Cas	lur. At
Miami.	N. Y	week h	farch 2	8. '87.	Run-
ning tir	nc. 78 m	lns.			
Michael				. Ito	Schlos
Oretta:					Milly
Mme. I	tosn			1110	Pilotto
Edoard.				. de	Filippi
Posto.	tosn			de	Filippi
			_		

Mmc Rosm the Pillopi Feator de Fillopi Feator de Fillopi Feator de Fillopi Feator de Fillopi General de General de Fillopi General de General de Fillopi General de Ge

ter indicates her desire, via English title that reads Papa, buy me that man.'
However, there are the usual farce complications winding up on the sixth or seventh aria as Michael discloses the whole deception and appears on the big operations part of the seventh appears on the big operations are all the seventh appears on the big operations and appears on the big operation and appears on the big operation on the big operation of the seventh seventh and the seventh appears of Italy's terrain as he sings.

Tito Schipa is given plenty of opportunity to indicate the range and rich quality to indicate the story, and is well chosen. Guiseppe de Filippi plays the facility of the seventh and the seventh are in the seventh as the seventh as

THE FROG

(RRITISH MADE)

London, March 24.
GFD release of Herbert Wilcox produ
tion, Stars Gordon Harker, Directed 1
Jack Raymond, Based on Edgar Wallace
novel, 'The Fellowship of the Frog
adopted from play by lan Hay. At Pi
cadilly, London, rch 23, 37. Runnir
Sergeant Elk Gordon Hark
Captain Gordon Jack Hawkin
Philo Johnson Esme Per
John Bennett Felix Aylin
Stella Bennett
Ray Bennett Richard Ainle
Joshua Broad Noah Beer
Chief Commissioner Gordon McLec
Lola Bassano Carol Goodne
P. C. Balder
Hagen Harold Frankly
Tracen Tratold Liamon

John Middland Julian Mitchell Hagen Involo Pranklyu

Just about a year ago a dramatization of Edgar Wallace's book, The Fellowship of the Frog, was produced in London, and those present at the premiere regarded it as good opp-priced entertainment, but nothing sensational. It is still running and breaking records for the house. Ticture follows rather closely the stage version, with several of the players recruited from it, but is not convincing. With the Wallace name, however, it should prove a tremendous draw here, and using the novelist's name in the billing in the U.S., it could be put over as a good second picture.

It is a mellow and merry sort of melodrama—one of those things that baffles Scotland Yard and enables a mysterious gang to commit murched here. The control of the stage version, It's a typical British picture—with its nativity accented.

Trents Secondi d'Amore

response in this theatre, the dialog seemingly is packed with maximum laughter. Lacking English titing, to anybody except those versed in the native tongue and all its idioms. No amount of translating into the Americanese would help it for typical U. S. theatres because it is overnowing with words and surfeited with lack of action.

To assist it in Italian-language theatres, the producers have dressed the picture up well, supplying race the picture up well, supplying race the principals and have chosen characters with rare discrimination.

The feature follows the stage technique for farcical pieces in that its intestinal fortitude is made up of banter and sharp exchange of with and sly innuendoes between the seven principals. This dialog pours forth in great gusto, seldom being interrupted by more than a shift in This; obviously, would handicap it before majority of American audiences, but it is worth noting that Director Mario Bonnard has mastered the art of dialog direction—a distinct step forward for Italian film makers.

Elsa Merlihi, who has been starred

distinct step forward for Italian film states and instance step forward for Italian film states. The state of the state of

Deputy from the Baltic

(RUSSIAN MADE)

Moscow, March 6.

Lehingrad Film Studio production. Directed by Zarithi and Helfetz. Screen lay, Rakhmanov and Dell.

Leningmed Film Studio production. Discreted by Zarthi and Helletta Screen lay. Rakimanov and Dell.

Role of the intelligenteia in the Russian Bevolution is the new note struck here. New, because this is the first time a member of the Russian intelligenteia has been starred. Central figure is a Russian scientist, Clement Timiryazev. Despite his 'By years he is one of the first to a start of the control of the

Week End Millionaire (BRITISH MADE) Gnumont-British release of Alliance

1	duction, Stars Buddy Rogers, Mary Brian.
Į	Directed by Arthur Woods, Scenarists,
1	Jack Davies, Jr., Geoffrey Kerr, Max
	Chaloner, N. Y., al, one day March 25,
Į	Chaloner, N. Y. al. one day March 25.
	'37. Running Ti e. 62 mins.
	'37. Running Ti e, 62 mins. Plerre
1	Suganne
	Gallivert W H. Borry
ł	DupontJohn Harwood
Į	Princess Novale Culo
Į	Prince ille Milton
	President Charles Carleon
	Susaine Mary Erial Gaillivert W. H. Berry Dupont John Hutwood Pelneess Novah (Inde Pelnee) (Illy Milton Freedlent Churles Carlson Hotel Min Aubrey Malialleu (Perillia)
	Caroline
	casonine

This GB import adds no prestige to British film-making and the film will send back to England very little U. S. coin. The marqine values of Buddy Rogers and Mary Brian are no help here, since the film does not be supported by the support of the supposed of the supposed

Die Herren Vom Maxim ('The Gentleman from Maxim') (GERMAN MADE) (WITH SONGS)

Casino Filma release of National Films production. Features Lee Parry, Leo Stezak Johann Bichmann, Oscor Kartwels. Directed by Carl Boe music, Osci-Straus, At the 8th 8t. Casino, N. Y. week arch 20, '37. Running time, 33 neen at II 20 1 January 1 1 January 1 1 January 1 1 January 1 Janu

cided-rightly—that not even a Chopin could overcome its draw-backs.

Yaris way out of length, its 85 minutes out have been pared to 55 minutes of the dreary repetition would have been ridded of.
Only bearable moments are when the whale-weight comic, Leo Slezak (father, of Walter Siezak), crampe into the dreary repetition would have been ridded of.
Only bearable moments are when the whale-weight comic, Leo Slezak (father, of Walter Siezak), crampe into the rough of the composition of

NATION AFLAME

Torarision refense of Treasure Pic production. Features North Maddeon, Lila Lee, Norma, Treivar, Danciss Sulvard Halpern, Directed by Victor Halpern, Corp. Thomas Dixon; screen play, Olive Drake; camers, Arthur Martinelli. Arthur Dancinelli.

DADE.	
Fandino	Noel Madison
Monn Rundia	
Toursty Franklin	Douglas Walton
Adama	Harry Hounan
Sherman	Arthur Singley
Wilson	Earl Hongins
Wolfe	
Comuhell	Lee Shumway
Burtis	Reger Williams

Walker
Campbell ... Res Blumous
Burtls ... Res Blumous
Burtls ... Res Blumous
Cambell ... Res Blumous
Liberal borrowing from file and
cycle masked out this film's chances,
although it's a heathler looking
print than a great many of the indie efforts. It's another expose of
them the Avenging Angels. Also
them the Avenging Angels. Also
strempts to bring in the organization as a strike power and a political machine on a national scale
similar to the Klux days.

Noel Madison, usually publicenemy No. 13 or 14 in films, finds
himsel on the Madison, usually
publicenemy No. 13 or 14 in films, finds
himsel on the Avenging Angels.

Noel Madison, usually
publicenemy No. 13 or 14 in films, finds
himsel on the file of the
file of the three at the bo Lila
Lee, who saw her peak long ago
comes under him in the billing, although the camera follows Norma
Trelyar and Harry Holman most of
the time.

Situation finds Holman jammed out of town with his cronies on a
late of the company of the company
madison, fast on the
words, conceives the idea of a secret society racket, and everybody
gets in up to the eyes, Miss Trelvar throw herself to the libra of
the words who were admissed to the first or
fourth time, but so many mob scene
files were used, the audience will
almost expect to see Mussolini anytime. One laugh comes with Holman's address to the relief people,
there being no indication of a last
year's suit or a pair of overalis in
the whole mob.

Burn.

PARK AVE, LOGGER

PARK AVE. LOGGER

PARK AVE. LOGGER

KKO-Itallo robem of Groupe A. Illustinan production. Start George A. Ultrianan production. Start George O'Distrien. Freutures Betal Roberts. Directed by Drivid Rowards. Directed Start Ben Picul Ston Nice Curran Mike Curran Mat O'Shea

With a it more holum, this woods romance of the great out-doors would be a satisfactory knock-down-dragout thriller for double deckers. As it is now, Park Avenue Longer has little sentimental appeal and rough stuff is just an appetizer. Story deals with young blueblo whose rich pape, unaware that his son is a sensational pro wrassler on the q.t., sends him to an Oregon lumber camp for toughening. Lad uncovers a plot to bilk the old man and to swipe the adjoining timber land from a becouldful gal. The hero uses a little brains and jots of brawn to but down the scoundrels.

Not. O'Brien's nor Director (Continued on page 29)

Advance Production Chart

Hollywood, April 6.
Production activity jumpd to 44 pictures last week, over 41 working the prious week. Total of 10 pictures were showed before the cameras, white only three were previewed. Survey shows 81 films are being edited, and 86 are being prepared for the lenses.

Both 20th-Fox and Warners have washed up their 1937-38 skeds. New 20th releases will start about Aug. 1, when 12 pictures are expected to be ready. Warners production activity, with 13 pictures over the 1937-38 schedule, is being slowed. Last week some 20 scrievners, directors and dialog mentors were given peremptory vacations.

Columbia

Four in work, 8 editing, 5 preparing. In work: "SHOOTING SHOW. DOWN, reported Vamery, March. 24; "BLAZING GLORY, reported March. 21; "BLAZING GLORY, reported March. 21; Started last week:

"ONCE A HERO, produced by Myles Connolly, directed by Harry Lachman, screenplay by Ethel. Hill and Harry Fergusson from Connolly's original, Cast: Richard Director, Parky, Victor, Kilian, Franklin Pangborn, Granville Bates, and Franklin Pangborn, Caraville Bates, and End, Charles Arnt. Illy Burrud, James Donlan, Don Rowan, and Charles Arnt. Illy Burrud, James Donlan, Don Rowan, and the Start Star

Grand National

Two in work, 4 editing, preparing. In work "SING, COWBOY, SING, and "BOOTS OF DESTINY," reported Variety, March 31, None started last week,
Readied to start: THE SHADOW, "WHISTLING BULLETS," 'GOVERN-MENT AGENT, 'SMALL TOWN BOY, 'SOMETHING TO SING ABOUT,"
MARKED MONEY, 'SWEETHEART OF THE NAVY' and 'LOVE TAKES FLIGHT."

Metro

Six in work, 9 editing, 10 preparing. In work: 'A DAY AT THE RACES,' reported Vaniery. Sept. 16: 'BROADWAY MELODY OF 1837. 'Reported March 3, 'MADAME MALEWSKA', reported March 10, 'THE EMTERMEN GANDLESTICKS' and 'TOPPER,' reported March 10, 'THE EMTERMEN GANDLESTICKS' and 'TOPPER,' reported March 4. Started last week: 'THE THIRTEENTH CHAIR,' general office production, directed by George Seitz, screenplay by Marion Parsonnet from play by Bayard Velleler. Cast: Madge Evans, Thomas Beck, Henry Daniell, Elissa Landi, Dame May Whitty, Lewis Stone, Matthew Boulton, Janet Beecher, Ralph Forbes, Charles Trowbridge, Heather Thatcher, Neil Fitzgerald, Holmes Herbert, Robert Cooke, Elsa Buchanan, Lal Chand Mehra, Louis Vincenot. Story shows pal of Henry Daniell murdered, latter conducting an investigation. He arranges a seance at the home of Holmes Herbert and calls in Dame May Whitty, Irish psychic. Daniell suspects Madge Evans, secretary. Thomas Beck is to marry her, but Daniel asks him not to announce the engagement until the next day. At the seance the psychic seats 12 people, asks that all hold hands and turns out the lights. At this point Daniel spects Miss Evans. He discovers that she had visited the murdered man on the night of the first murder. He arrests her, but grants Dame May Whitty, Madge's mother, a chance to unveil the killer. She plans another seance. Stone becomes suspicious, however, and arranges with Beck, seated next to the suspect, to put lampblack on his hands. During the seance, a knife drops from the ceiling and falls to the table. Lights are turned up and Stone looks at the suspect's hands. He finds no lampblack, which proves that the suspect had not been holding hands in the circle.

circle.

Readied to start: THE FIREFLY, 'ONCE THERE WAS 'SARATOGA' and 'ROAD SHOW.'

Paramount

Seven in work, 9 editing, 10 preparing. In work: 'HIGH, WIDE AND HANDSOME,' reported Vauury, Jan. 13; 'I MET HIM IN PARIS,' reported Feb. 3; 'MOUNTAIN MUSIC,' reported March 17; 'NIGHT OF MYSTERY,' reported March 24; 'ANGEL,' and 'HOTEL HAYWIRE,' reported March 31. Started last week:

Started last week:

"MIDNIGHT MADONNA," produced by Emanuel Cohen, directed by James Flood, original by David Boehm, screenplay, Doris Malloy and Gladys Lehman. Cast: Warren William, Mady Correll, Robert Baldwin, Edward Ellis, Nancy Clancy, Jofathan Hale, Frank Reicher.

Story characterizes Nancy Clancy, 4, daughter of Mady Correll, an enter-

PRODUCTION TABLE

(This table shows number of features promised to be delivered to exhibitors by the major distributing organizations, and the inde-pendent producers contributing product to their producing organiza-tions for the 1936-37 season.)

		lumber	ix	ix now	piaced	Stories
Producers and	Number		now	in the		prep-
contributing	of pix			cutting		ATR-
	promised. 50		work.		camera	
			3	8	18	5
CRAND NATIONAL	44	3 16	1 2 5 1		4	
GRAND NATIONAL		20	2		22	
METRO		.20	5		14	
Hai Roach	. 48	27			1.	16
PARAMOUNT		27			6 6 4	6
B. P. Schulberg		2			6.	Ť.
Emanuel Cohen	. 8				4	ï
Harry Sherman						2
Frank Lloyd						
RKO RADIO						
David Loew						
George Hirliman	•					,
Sol Lesser						2.0
REPUBLIC	•.					8
A. W. Hackel						•:
20TH CENTURY-FOX.						.9
Sol Lesser	••					
UNITED ARTISTS:						-
Samuel Goldwyn						3
Walter Wanger	. 3					1
Seiznick	. 5					1
E. Berger						
Criterion						
Korda London	. 6	- : :			2.50	
UNIVERSAL	44.	16			16	
Buck Jones	8	1		44	. 7	* * *
WARNERS	60	51		15 1	3 over	8.
Totals	556	248	14	87	177 4 over	86

tainer, as inheriting fortune from her grandfather. The tot's father, Robert-Baldwin, estranged from Miss Correll, plots to obtain the custody of the child through false testimony degrading the mother's character. Warren William betriends Miss Correll and the child, and through them recovers his gambling luck. When the judge, Edward Ellis, awards custody of the baby to Baldwin, William forces the magistrate to accompany him into the underworld where the hired witnesses of the trial are unveiled. The judge reverses the decision, untiting Miss Correll and William, romantically.

Readied to start: "ARTISTS AND MODELS," EXCLUSIVE, "THIS WAY PLEASE," TIGHTWAD, "FORLORN RIVER, "DOUBLE OR NOTHING," THE ASCENDING DRAGON," LAST TRAIN FROM MADRID, "EAST VILLEY."

RKO-Radio

Six in work, 11 cdlling, 10 preparing. In work: TOAST OF NEW YORK, reported Vangery, Dec. 23; "MISSUS AMERICA,' reported March 24; THERE GOES MY GIRL, and TOMORROW'S HEADLINES,' reported March 24; THERE GOES MY GIRL, and TOMORROW'S HEADLINES,' reported March 31. Started last week:

"NEW FACES OF 1937; produced by Edward Small, directed by Leigh Jason, screenplay, Nat Perri . Cast: Joe Penner, Parkyakarkas, Milton Berle, Harriet Hillard, Lowe, Hite and Stanley, Patricia Wilder, Richard Lane, Jerome Cowan, Derry Dean, Lorraine Krueger, Bert Gordon, Thelma Leeds, Eddie Rio and Bros., 7 Lauri , 4 Playboys.

The Start of the Stanley of the Stanley

OUL.
Readied to start: TOU CAN'T BEAT LOVE, SHE SANG FOR HER.
SUPPER and MAKE A WISH.

Republic

One in wor, 12 editing, 8 preparing. 'DANGEROUS HOLI-DAY,' reported VARISTY, March 31. Readled to start: 'COME ON COWBOYS,' 'IT COULD HAPPEN TO YOU' and 'RHYTHM IN THE CLOUDS.'

20th Century-Fox

Seven in work, 7 editing, 9 preparing. In work: THIS IS MY AFFAIR, reported Variery, Feb. 24; SIEE HAD TO EAT, reported March 17; LOVE UNDER FIRE, and 'ONE MILE FROM HEAVEN,' reported March 24 and 'ESCAPE FROM LOVE, reported March 31. Started last week: 'SING AND BE HAPPY,' produced by Milton Feld, directed by Henry Lehrman, original and screenplay, Ben Markson, Lou Breslow and John Patrick. Cast: Tony Martin, Leah Ray, Dixie Dunbar, Allan Lane, Berton Churchill, Joan Davis, Helen Westley, Andrew Tombes.

Stery concerns band leader whose father is in the advertising business. Musician comes home to take up his place in the ad biz, falls in love with a civally of the two outfits, both of them trying to grab off a big account, Lad learns his father had pulled some dirty work in his endeavor to cinch the contract and tosses it into the lap of his fiance's dad; follows the romantic clinch, etc.

'IT HAPPENED OUT WEST, produced by Sol Lesser, directed by Howard Bretherton, novel by Harold Bell Wright, script by Earle Shell and Harry Chandlee. Cast: Paul Kelly, Judith Allen, Johnny Arthur, Leroy Mason.

Mason.

Story depicts Paul Kelly, secret operative of a large eastern trust company, sent into Arizona in attempt to prevent Judith Allen, heiress, from putting a lot of coin into a ranch. He insists the locale is wrong pointing out various reasons. However, instead of giving up, she installs new equipment, makes it outstanding in the countryside. He has knowledge that silver mines are located on the land, but eventually it ends ok. Readied to start: "ISLAND IN THE SKY." HINGS ON HER FINGERS," LAST YEAR'S KISSES and 'ALI BABA GOES TO TOWN."

United Artists

Three in work, 1 editing, 5 preparing. In work: 'THE PRISONER OF ZENDA,' reported Variety, March 17, and 'VOGUES OF 1938,' reported March 24, Started last week:

'STELLA DALLAS,' produced by Samuel Goldwyn, directed by King Vidor, screenplay by Victor Heerman and Sarah Y. Mason from Olive Higgins Prouty novel: Cast: Barbara Stanwyck, John Boles, Anne Shirley, Alan-Hale, George Walcott.

Stery is a remake of the UA release of 1925.

Readled to start: "HURRICANE," LET ME LIVE, '52 SECOND ST.,'
STANDIN', 'PERSONAL HISTORY,' 'DEAD END' and 'GOLDWYN FOLLIES.'

Universal

One in work, 11 editing, 9 preparing. In work: THE ROAD BACK, reported VARRET, Feb 3. No new pictures started last week.

Readied to start: 'LOVE IN A BUNGALOW,' 'ARMORED CAR,' 'I COVER THE WAR,' '100 MEN AND A GIRL' and 'HEATHER OF THE HIGH HAND.'

Warners

Seven in work, 15 editing, preparing. In work: THE SINGING MARINE, reported Vamery, Jan. 27; ONE HOUR OF ROMANCE, reported March 3; THE DEEP SOUTH, reported March 10; "LIFE OF EMILE ZOLA." reported March 10; "LIFE OF EMILE SINCIE EVE, reported March 30. Started last week: SINCIE EVE, reported March 30. Started last week: John Started Starter Starte

Studio Placements

Walter Soderling, Lenita Lane, Milton Owen, John Dilson, Harry Fleischman, Don Terry, Nana Bryant, Richard Curtis, Raymond Turner, Rogor Gray, L. J. O'Connor, Charles Phillips, White Heat, 'Col. Eddie Cobb, Charles Hamilton, Robert Walker, Merrill McCormick, George Chesebro, Hank Bell, William Patton, Wally West, Dick Rush, Walter Downing, Lee Prather, Claire McDowell, 'Shooting Showdown,' Col.

Don Eddy, illian Tours, Nor Willis, Tom Chatterton, Beatrice Curtis, Cyril Riing, Don Brody, Eddie Featherstone, Irving Klein, William Lally, George Magrill, Milton Carter, Wilson, Conc. Altero, Michews, Ron Wilson, Conc. Altero, Michews, Ron Wilson, Conc. Altero, Brothers, Society Steppers, With Kind Regards, Col.

Doris Anderson, Moores errit Col.

Doris Anderson, Moore script, Col. Leslie T. White, Girl, Col.

Waywar

Leslie T. White, Waywar Girl, 'Col. Glenn Tryon, Armine von Tempski, collabing script on latter's stury 'Honolulu Honeymoon' GN, Edward Snyder, directs, Town Boy,' GN, Douglas Dumbrille, E. Cliverking Baggott, Ramsay Hill, laf Hytten, Lionel Pape, Clarice Sherry, Leonard Carey, Bill Dooley, Mike, Fleigen, Francis Stevens, Otto Lang, Felix Barnabe, Joe Mullata, George Faris, Ed Keane, William Engle, Paris, Edward, Fall, Adderson, Monnie, Agostino Borgato, Herbert Evans, Cyrill Thornton, Geörge Kirby, Barlow Borland, Even Dennison, Charles Waldron, 'The Emperor's Candlesticks, (MG), Carlos de Valdez, Alexis Davidoff, Dr. Ameen, Fareed, Pasha Khan, Andy Jackson, Joe Peters, Charles Kamper, 'Madame Walewska, MG, MG, Hornton, Night Must Fall,' MG, Harry C. Bradley, Paul, Irving, Albert Henderson, 'Tonner' Rasch

Part, Billy Arhoid, Hotel Haywife, Par, Phyllis, Coghlan, 'Angel,' Par, Gunnis Davis, 'Souls at Sea,' Harriet Hilliard, Bob Burns, City Revels,' RKO.
Frank Anthony, Jay Upson, Bobby Moore, Wesley Farrington, Kitty McHugh, Constance Bergen, Clyde Dilsen, Roy James, 'Missus America,' RKO.
Joseph Crehan.

Joseph Crehan.

RIGO.

Joseph Crehan,

RIGO.

William Gould, Ed LeSaint, James
Barnes, Gladden James, Allen Carven, Joyce Compton, lignia Carroll, Gavin Gordon, Tom Coleman,
Clarence Harvey, William Jeffrey,
Malcolm Graham, Walter Murray,
Malcolm Graham, Walter Tom
O'Grady, Richard Kipling, The ToostJoseph Magrill, Duke Green, AlanPomeroy, Gordon Carveth, Harvey
Perry, Clyde Dilsen, Eddie Gribbon,
There Goes My Girl, RKO.
Tyy Keene, Art Thalasso, Frank
Hagney, Reed Howes, John Morton,
Hob Stevenson, Jerry Frank, George
Lollier, Ralph Robertson, Tomorrow's Headlines, RKO.

Oscar and Elmer, radi
titled picturus Bennett, 'Come
on, Cowboy, 'Rep.

FILM BOOKING CHART

(For information of theatre and film exchange bookers, Variety presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of the reviews as given in Variety and the running time of prints are included.)

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WEEK DOMESTIC WHEN TIME MINS. OF RELEASE DIRECTOR OR FOREIGN REVIEWED BY VARIETY Mald of Salem
Last of Mrs. Cheyney
John Meade's Woman
Sea Devils
When's Your Birthday?
Gambling Terror
Faradise Express
Wings of Morning
an Who Could Work Miracles
Green Light
Head Over Heels In Love
Everybody Dance Colbert-MacMurray
Crawford-Powell
Arnoid-F Larrimore
P, Foster-McLaglen
Joe E, Brown
J. M. Brown
G. Withers-D. Appleby
J. Prouty-Summerville
Annabella-Fonder
E, Flynn-A, Louise
Jessie Matthews
C. Courtneldge-E. Truex F. Lloyd Boleslavsky. R. Wallace Ben Stoloff I. Beaumont S. Newfield J. Kane F. Strayer H. Schuster L. Mendes F. Borzage S. Hale C. Reisner F. Lloyd
Weingarten
P. Schulberg
E. Small
D. Loew
W. Hackel
M. Golden
R. T. Kane
Korda
Cosmo Par MG Par RKO RKO Rep Rep 20th 2/19/37 Drama
Comedy
Comedy
Western
Drama
Comedy
Drama
Comedy
Drama
Musical
Drama Domesti L. B Domestic Domestic Domestic Domestic Domestic Domestic Toreign Domestic Foreign /24 /24 /17 3/24 3/10 2/24 2/3 3/17 2/24 2/17 2/17 osmo WB GB GB Foreign Foreign Alliance Law of the Ranger When You're in Love Esplonage Borderiand Park Ave. Logger Nancy Steele is Missing Girl Overboard Penrod and Sam Col E. Riski H. Rapf Sherman Hirliman Johnson Presnell B. Foy Western Musical Drama Western Outdoor Drama Drama Comedy R. Allen G. Moore-C. Grant E. Lowe-M. Evans W. Boyd-J. Ellison George O'Brien McLagien-Lorre G. Stuart-W. Pidgeon B. Mauch-F. Craven-S. Bylngton Domestic Domestic Domestic Domestic Domestic Domestic 2/26/37 Col Col MGM Par RKO 20th 58 110 66 78 4/6 2/24 3/17 E. H. S. G. Bennett R. Riski Neumann N. Watt J. Howard Marshall 86 58 68 S. Salkow W. McGann Domestic L. Decker R. Cohn Par Western Melodrama Mystery C. Starrett-P. Stratford
P. Kelly-R. Keith
R. Karns-M. Hunt-L. OvermanL. Crabbe
B. Livingston-R. Corrigan
J. Travis-W. Livingston
T. Power-L. Young Trapped Parole Racket Murder Goes to College Col Col Par L. Barsha C. Coleman C. Riesner Domestic Domestic Domestic 3/5/37 C. 3/10 3/31 Hit the Saddle Circus Giri Love Is News Levi Levine Carroll-Wilson Korda WB WB M. V. Wright J. H. Auer T. Garnett Western Com-Dr Comedy 4/6 3/24 3/10 W. K. Howard R. Enright F. McDonald R. Walsh C. Wilbur Fire Over England eady, Willing and Able Midnight Court You're in Army Now Navy Spy Robson-P., Mastey-L. Oilvier R. Keeler-Lee Dixon A. Dvorak-J. Lifei W. Ford-A. Louise C. Nagel-E. Hunt Spectacle Musical: Drama Comedy Drama Foreign Domestic Domestic Foreign Domestic 3/10 3/17 3/10 GB Condor 3/24 56 L. Hubbard-S. Marx Hornblow Par R. Sisk S. Wurtzel WB G. Klement 3/12/37 A Family Affair MGM 67 Comedy L. Barrymore-S. Bylngton G. ietz Domestic Swing High, Swing Low Grime Nobody Saw Don't Tell the Wife Fair Warning Land Beyond the Law Romance and Riches Musical Mystery Comedy Mystery Western Comedy Lombard-MacMurray
L. Ayres-R. Coleman
Merkel-Klbbee.
E. Braumberg-B. Furness
D. Ferrls
Grant-Brian Domestic Domestic Domestic Domestic Domestic Domestic Par Par RKO 20th WB GN M. Leisen C. Barton C. Cabann $\frac{4}{6}$ $\frac{2}{24}$ N. Foster
B. R. Eason
A. Zeisler 56 W. S. VanDyke
E. Schoedsack
E. Ludwig
E. Killy
J. Kane
W. Nigh
M. St. Clair
F. McDonald
R. N. Bradbury Hariow-Taylor
Jack Holt
Cortez-Patrick
Lee Tracy
Gene Autry
J. Withers-J. Allen
O. Trevor-M. Whalen
W. Hall-B. Roberts-J. Mulr
R. Ritter Personal Property Trobule in Morocco Her Husband Lles Drama Drama Drama Drama Western Domestic Domestic Domestic Domestic 3/19/37 J. W. Considine MGM Col Par RKO 84 62 75 Col
B. P. Schulberg
Cliff Reid
A. Schaefer
W. Berke
M. Feld
WB 3/17 3/24 China Passage
Get Along Little Dogles
Bill Cracks Down
Time Out for Romance
Husband's Secretary
Trouble in Texas Rep Rep 20th WB Western Drama Rom-Com Rom-Com Western Domestic 3/17 3/24 Domestic Domestic Domestic 75 61 E. Finney Maytime
Let's Get Married
Waikiki Wedding
Quality Street
Traii of Vengeane
Seventh Heaven
We Have Our Moments
King and Chorus Girl
23½ Hours' Leave R. Z. Leonard
A. E. Green
F. Tuttle
G. Stevens
S. Newfield
H. King
A. L. Werker
M. LeRoy
J. G. Blystone MGM Coi Par RKO 3/26/37 H. Stromberg E. Riskin 132 3/24 Musical Com-Dr MacDonaid-Eddy Domestic Domestic Domestic Domestic Domestic macDonaid-Eddy
Denny-Lupino
Crosby-Raye-B. Burns
Hepburn-Tone
J. Travis-W. Livingston
Simone-Stewart
Dunn-Ellers
ravet-Blondeli
J. Ellison E. Riskin
A. Hornblow
P. Berman
A. W. Hackel
R. Griffith
C. Rogers
M. LeRoy
D. McLean Com-Dr Musical Drama Com-Dr Rom-Dr com-Con 3/31 Rep 20th id. In A 100 66 95 70 3/31 Rom-Con Musical Comedy WB GN 3/31 J. Elisson
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D. Wilson-C. Quigley
Bancroft-Venable
J. Dean-M. Lindsay
Dinehart-Donievy
Boyer-Arthur
V. Bruce-K. Taylor
D. Purceil-J. Travls
Ragel-Travl
Ragel-Trave
E. Linden-C. Parker
T. K. Ritter L. Landers
D. R. Lederman
E. C. Kenton
E. Taggert
E. Forde
F. Borzage
H. Mohr
J. Farrow
H. Wilcox
M. Rosner
D. Mansfield Drama Com-Dr Drama Drama Melodrama RKO Col Col MGM Domestic Domestic Domestic 4/2/37 Man Who Found Himself Motor Madness C. Reid H. L. Decker Motor Madness
Racketeers in Exile
Song of the City
Midnight Taxi
History Is Made at NightWhen Love is Young
Men in Exile
Backstage
Slient Barriers
Girl Loves Boy
Hittin' the Trail
Lightning Crandall H. L. Decker
Col.
Hubbard
M: Feld
W. Wanger
R. Presnell
WB
H. Wilcox
GB
B. Zeidman
E. Finney
A. W. Hackel Domestic Domestic 20th UA 4/6 3/31 Rom-Com Rom-Com Drama Drama Drama Rom-Com Western Western Domestic Domestic Domestic Foreign Foreign Domestic 3/31 M. Rosner
D. Mansfield
. N. Bradbury
S. Newfield Tex Ritter Bobby Steele Domesti Domesti Two Gun Law
irl from Scotland Yard
Too Many Wives
Soidlier and Lady
Jim Hanvey, Detective
Fifty Roads to Town
Masked Woman
The Gold Racket Col E. Cohen W. Siskin Western Mystery Rom-Com Com-Dr Mystery Com-Dr Melodrama Col Par RKO RKO Rep 20th L. Barsha
R. Vignola
B. Holmes
G. Nichols
P. Rosen
N. Taurog
L. Bacon
L. Gasnier 4/9/37 Charles Starrett Morley-R. Baidwin Shirley-J. Morley Wallbrook-E. Allen Kibbee-T. Brown Ameche-Sothern Domesti Domestic Domestic Domestic Domestic Domestic Domestic P. Berman A. E. Levos R. Griffith Ameche-Sothern Davis-H. Bogart C. Nagel-E. Hunt WB Condor WB GN Domestie Ä. I. B. B. J. Melodrama C. Nagel-E. Hunt

J. M. Brown
Shearer-Howard
McCrea-Stanwyck
C. Purcell-W. Hyme;
Treacher-Ellis
C. Veldt-R. Massey
arrett-J. Howard-N. Gray
M. McGulre-T. Brown
De Haviland-lan Hunter
Hardwicke-R. YoungSten-William Boyd
E. E. Horton-G. Tobin
P. Foster-J. Mulr Guns In the Dark
Romeo and Juliet
Internes Carl Take Money
Navy Blues
Step: Lively, Jeeves
Under the Red Robe
Let Them Live
That Man's Here Again
Call It a Day
King Solomon's Mind W. Hacke Thalberg B. Glazer B. Kelly J. Stone Wester Rom-Con Drama Comedy Comedy Drama Drama Comedy Comedy Hackel 4/16/37 Rep MGM Newfield Cukor Domestic Domestic G. Cukor
A. Santell
R. Staub
E. Forde
V. Seastrom
H. Young
L. King
A. Mayo
Stevenson Domestie Domesti Domestie Par Rep 20th 20th WB WB J. Stone T. Kane Grainger WB WB GB Domesti Foreign Domesti Domesti Domesti Foreign Comedy Spectacle Two Who Dared Hilis of Old Wyoming Man in the Mirror Outcasts of Poker Flat Foreign Domestic Domestic Domestic GN Par rama Western Comedy Comedy renke Sherman E. Frenke N. Watt GN RKO M. Elvey C. Cabanne Wake Up and Live.
Happened Out West
I Fromise to Pay
Night Must Fall
King of Gamblers
Hit Farade
Elephant Boy
Top of the Town
Must Hard
Gun Smoke Sange
Gun Smoke Range.
Woman I Love F. Foster-J. Mult.
Winchell-Bernle
P. Kelly-J. Allen-J. Arthur
C. Morris-H. Mack-Carrillo
R. Montgomery-R. Russell
A. Tamiroff-L. Nolan-C. Trevor
F. Langford-P. Regan
W. E. Halloway-D. J. Williame
D. Nolan-G. Murphy-H., Herbert
J. Brecht H. McGhen
G. Berdy-H. McGhen
Cant. W. Casawell
W. Livingston
Muni?Hopkins S. Lanfield
Sol Lesser
M. Connolly
R. Thorpe
Robert Florey
G. Meins
R. Flaherty
R. Murphy
L. Corrigan
M. Curfiz
R. Friedgen
J. Kane
A. Litvak Musical
Western
Drama
Drama
Drama
Drama
Musical
Outdoor
Musical
Mystery
Melodrama
Outdoor
Western
Drama 4/23/37 MacGowan 20th 20th Domestic K. MacGowan
S. Lesser
J. R. Lederman
H. Stromberg
R. Florey
N. Levine
A. Kor
L. Brock
R. Presnell
WB
R. Friedgen
S. Siegel
A. Lewis Domestic Domestic Col MGM Par Rep UA U WB GN Rep Domestic Domestic Domestic Foreign Domestic Domestic Domestic Domestic Domestic Domestic Rep RKO W. Beery-J. Beecher
C. Quicley-M. Kelth
V. Moore-P. Hall
Wheeler-Woolsey
G. Stuart-M. Whalen
Gaynor-March
Dletrich-Donat
J. Wavue-L. Latlmer
P. O'Brien-H. Fonda
Astaire-Rogers The Old Soak Guardians of the Alr Make Way for Tomorrow Easy Going Escape from Love A Star Is Born Knight Without Armor California Straight Ahead Sim Shall We Dance? J. W. Ruben C. Colema L. McCarey MG Col Par RKO 20th UA UA U Domestic Domestic Domestic Domestic Domestic Foreign Domestic H. Rapf Comedy Action Comedy Comedy 4/30/37 Col McCarey R
L. Landau
D. Selznick
A. Korda
T. Carr
WB E. Forde W. Wellman Feyder A. Lubin Rom-Com Rom-Dr. Rom-Dr. Action Drama Musical A. Lubin R. Enright M. Sandrich Domestic Domestic Domestic WB RKO Berman Marx Bros.
E. Arnold-C. Grant
Bobby Steele
J. Boles-D. Nolan
P. Kelly-J. Wells
Flynn-Mauch Twins
O. Stevens-H. Mack A Day at the Races
Toast of New York
Lords of Stirrup Basin
As Good as Married
Right Guy
Prince and Pauper
You Can't Buy Love Weingarten E. Small W. Hackel M. Asher R. Cohn WB Cohen Comedy Drama Western Com-Dr Com-Dr Rom-Dr. Comedy S. Wood
R. V. Lee
S. Newfield
E. Buzzell
D. R. Lederman
W. Keighley
L, Landers MGM RKO Rep U Domestic Domestic Domestic Domestic Domestic 5/7/26 A. Col WB RKO Domestic Domestic



EXPLOITATION * By Epes W. Sargent

Doings in D. C.

Doings in D. C.

Washington.

Top bally stunt of the Cap's current flicker season was 'History Is Made at Night.' Waters Derby, State of Friday (2) with total of 85 state tray-toters and equipment turning out to scram en masse down two blocks beside swank new Commerce Department building. Gag was exclusive tie Juliy News, but stories and art on the Scrambult with the control of the control of

revalla.
Entry by Mayfair Restaurant of its 20 waitresses, in costume, resulted in special female handicap. Theatre also organized unemployed waiters feature, paying 15 runners two bucks per head. Men carried pitcher of water and gals full cockpitcher of water and gais IUII COCK-tail glasses. Rules were trays must be carried shoulder height or higher, but when things began it was merely a matter of who reached the finish

but when things began it was merely a matter of who reached the finish line first.

Crowning aspect came when Goodyear bilms soared over course with streamer ballying show's title. Commander Lang was listed in papers as aero-judge. News had treated stunt as just another flicker gag, but when it built paper took Harold Phillips, crack feature man, off regular assignament to cover idea as

Philips, crack teature hair, on regular assignment to cover idea as page one copy.

Faced with bothing on the marquee dependence of the page of the pa

on results.

[aestroes went for 'May I Have Next Romance With You?' altunanimously.

Song on Radio

Song on Radio

Detroit.

Featured by a five-station broadcast giving excerpts and music from flicker, exploitation of Walkiki Wedding' (Par) by United Detroit circuit hit new highs in the field here. Included everything from a top of the first time such a control to the first time such and hand will be first time such an extensive, simultaneous hookup and the first time such an extensive, simultaneous hookup had been set for film bally. Broadcast originated in studios of WXYZ. and employed a 30-piece ork, 16-voice ensemble, and imps of Bing Crosby, Martha Raye. Bob Burns and Shrifey Ross. Built along trailer lines, prog presented just epough of flicker's story for a come-on. Includers of the first first was securing of space in Detroit's '\$100000 display window' in Capper & Capper's store, in heart of downtown retail district. Store, which rarely permits outside displays, is passed by approximately 215,000 persons daily.

For the display, UD borrowed Bob Burns' bazooka from Par studios.

by approximately 215,000 persons daily.

For the display, UD borrowed Bob Burns' bazooka from Par studios; placed beside it a life-size blowup of Burns' photo, with a jumbo reproduction of a wire from him to the manager not to allow amateur musicians or blacksmiths to experiment with bazooka. Large, hand-lettered card contained title of pic, names of Stars, and announced its showing at the Mich. Surrounding central display were photos of Crosby, Miss Raye and Miss Ross.

Made 'Em Sit Up

Made 'Em Sit Up
Herb Copelan and Sid Blumenstock, respectively zone and advertising managers for Warner Brothers
in thantic City, pulled a hot one
stituation of the state of the state of the state
state of the state of the state
Basically of the state of the state
Basically desired and of the state
Basically Gearried a giantic 'ExKing Weds' followed by 'Newlyweds
to Visit Atlantic City Soon.' That was all there was on the front page,
so it had plenty of room, and it's
so it had plenty of room, and it's
so say that not a single copy
was those of the state of the state
was what gave it added
punch Distribution was along the
boardwalk and in the business district.

All Laid Out

Metro's shorts' Herb Moygan has drawn up a very doughty campaign for a two-reeler on cooking, 'Penny Wisdom,' about to be eleased. In the let is 'Prudence Fenny,' who conducts a cooking column in the Hearst speer. Tha made for national tieup with Hearst sheets in which column is syndicated, and promotion ads in same.

promotion ads in same.

In a release to exhibs, Morgan has suggested a co-op section in newspapers when house is playing the short. Suggestions are to get the local gas-electric company, food firms, kitchen equipment sellers, etc., lined up for joint plugging of pic.

use snort. Suggestions are to get the local gas-electric company, food firms, kitchen equipment sellers, etc. lined up for joint plugging of pic.

Morgan has already arranged two mational tieuss, with Pyrex cooking. Morgan has already arranged two national tieuss, with Pyrex cooking self-gestions are for a toby food sipely, with stuff promoted from stores, a newspaper contest on economically prepared meals, tieups with household-hints radio programs, sample food giveaways in house lobbies, cooking, schools in theatres before openings in a.m.'s.

Also outlined is idea of getting dept. stores to have Penny Wisdom shopping day, when buyers can get shopping day, when buyers can get have been stuffer to the standard stunt with banks, with the institutions, as a special, permitting, public to open accounts with a penny instead of the usual \$1, as a thrift-encouraging idea.

Other standard stunts outlined, such as store piling pennies in window and having prize for patron estimating actual number of coppers, with the "Penny Wisdom' motif used promoting both store's scale of prices and the studies of prices and all title known slants of kitchen knowledge have been dug up and given exhibs, with which patrons can be teased into seeing short.

Statistical

Statistical

Exhibitor with a tidy mind has for a year or more been building up a sort of production 'morgue,' which he take the production of t

grows important, he has the full record at hand.
Pages are inserted in alphabetical order and are easily handled, one of the girl ushers who can typewrite being given charge of the book. It not only provides ammunition for advertising writing, but permits the ready answer to any inquiry about some particular player. Manager feets that in the past six another had a compart of the past of

Sino-Jap Crisis

Newark.

Sino-Jap Crisis

Newark.

When exploitation goes international it sometimes gest its feet entangled. 'Good Earth' coming to the Shubert next week for a limited engagement is in the throes of advance publicity with its attending complications.

To begin with, three Chinese girls were hired to distribute pamphlets and rice. They were given kimonas to wear, but promptly returned them to the manager. refusing to don them at any cost. They were label 'Made in Japan.' The three little maids went home for their own costumes, delaying the exploitation in the meantime. Next they delicately pointed out that the cherry blossoms in profusion all ere the Japan, and that the west their native flower. Just then the improvised orchestra in the lobby struck up 'Japanese Sandman!, and the maideus seurcied back to their work, hopelessly shaking their earls.

Desperation

Des Moines, April 6.
Harold Lyons, theatre manager in Burlington, Ia., startled passersby this week with an unusual marquee billing, as follows: "Two features—neither is any good'

Lyons reported no decrease in attendance for the week.

Progressive Teaser

Something new in newspaper teas-

Something new in newspaper teasers was used by Noble Arnold of the Carolina, Durham, N. C., on Three Smart Girls.'

Under a caption, 'Here's A Girl You'll Never Forget,' Arnold ran a cut of Deanna Durbin, the first one showing only a comparatively small arrea of her face, but growing during the two weeks run into the full likeness. Same cut was used, with likeness. Same cut was used, with a router cutting away portion not wanted. Necessitated making a dozen casts from the mat, each having a little less routed out than that of the day before.

Sold It to Hearst

Atlanta, Ga.

Atlanta, Ga.

Theatre managers know that
Hearst papers have active promotion
men who are always ready and willing to lend an ear to anything the
exhibitor has that will tie up to the
mutual benefit of the theatre and the
paper.

Earle Holden, of Lucas & Jenkins'
Capitol, never misses a trick along
Capitol, never misses

Hallanta, Ga.

Atlanta, Ga.

Atl

Selling Midnites

Selling Midnites

Edward Petite, prenanger Rivoli, sone time belt began putting nate Saturda night began putting nate Saturda night began putting nate Saturda night show, beginning at 10:45 per show, and show a Sefinited poo-poohed by theatrical wiseacres in this section but adroit and gradual salesmanship puw has this extra show a stand-up affair.

adroit and gradual salesmanship now has this extra show a stand-up affair. Petite sold the patrons on the idea by a rting on one side of the town's main stem and giving all the employees of store number one an Annimal stem and giving all the employees of store number one and the standard of the standard stan

Five Riders

Five Riders

Manager Walter Risley, Palace, dreep lenty of attention for Michael Strogoff with three men and two women in Cossack costumes on horseback slowing traffic on the main stem during the moon rush belly included special ads in Jewish. German and Italian papers, bookmarks in department stores, 10-000 napkins, window cards, spots on all three radio stations, 18x25-foot banner on side of theatre.

Adjectives

Recently in senier samples an exhibitor was moved to protest the adjectives used by the distributors in their press books. They can't expect me to believe the picture is ball as good as they say it is, done in the protest the adjective used by the distributors in their press books. They can't expect me to believe the picture is ball as good as they say it is, done in the picture is ball as good as they say it is, done in the picture is ball as good as they say it is, done in the picture is and yet his own advertising was so extrawagant that his partons could not believe half of what he said, either. He was making the said, either they will not be believed, so they double their claims I all the thought they will not be believed, so they double their claims I all the thought they will not be lived in the picture. It would be much better to make a moderate claim that will be accepted by the reading public as fair. It has been done, and it has been done and it has been found to pay, once the readers came to realize that the manager was often for a fair valuation of the picture. If they are the picture in his house program leaded Inside Facts. It covers an analysis of the week's programs, presenting the pictures in their most favorable light. For example, one recent line read: This picture is a Bertie Glam are exerge but it gives the picture offers a couple of smash fights that will please the mei, and the costuming is above average. Don't come expecting too much and you probably will like this.

April Fooling

April Fooling
Greenville, S. C.
Ed Petite, manuger Rivoli, rap
the ballyhoo bell again with exteusive exploitation on an April Fool's
Day program. Special program was
puffed up to the hilt and west on
at 11:15 p.m., after regular day's
run. Best build-up for 'Fool's Day
program was a throw-away with
clever and compelling copy reading:
'If you wanna have a lotta fun althe compelling copy reading:
'If you wanna have a lotta fun albrevue at 11:15. The entire staff so
day Nite at 11:15. The entire staff so
fun! Our ushers may request you
to find them a seat! Our cashiers
may refund your money and then
pay your admission! Our operators
may run the first part of the feature
last and the last part first! The picture! That's our secret! The stars'.
That's another secret! But we do
poly theatre.

Idea of house staff going haywir
at a midnight performance seem
pliable enough to suit almost any
occasion.

Meanwhile Dick Lashley continued

at a minning personance and plable enough to suit almost any occasion.

Meanwhile Dick Lashley continued the publicize the Rivoli's (Willuy-Dick) and the publicize the Rivoli's (Willuy-Dick) and though closed for repairs, Lashley laid it on thick in news ads all through week of renovation as It who will be a suit of the result of the repairs of the result of the repairs (Apologies to Chesterfield) 38 Hours Has Madel'. And so on through week he plugged redecoration and improvements, from rest rooms to raffer and there slipping in a sly slug for reopening pic, Hurlow's and Trylor', Tersonal Property.

But No Eggs

But No Eggs

Because of the early Easter, it was too cold for an egg hunt in Stil Lake City, so C. M. Pincus, of the Capitol, tied the Tribune in 10 a special Easter party the day before. About 2.500 children packed the theatye, and the newspaper plugged the event for seven days in advance, with due meniton of the feature, 'Seventh Heaven.'

An added attraction was the debut of a children's band, sponsored by the newspaper and a part of the Youth Administration. This brought extra spoce, and as the band was the voul administration. This brought extra spoce, and as the band was the property of the control of the co

Barrels for Twins

Barrels for Twins

Rochester.

For film 'Midnight Court,' Manager Harry Holt, RKO Temple, obtained from the postoffice a number of posters describing wanted criminate of the country of t

BEHIND the KEYS

Karl Hoblitzelle, president: R. J. O'Donnell, general manager, and some 200 Interstate executives of Texas and New Mexico will attend the opening of the new Interstate unit here May 13. The new theatre was the known operated unit the theatre of t

Los Angeles.

Dave Boyd upped from Fox West
Coast booking department to manager of circuit's Cabrillo, San Pedro.
Cal. He replaces Harry Deinny, who
resigned to join Grand National
sales force the comman new 700-seat
house and the comman new 700-seat
Loc. H. Pease crecting 750-seat film
house at Exeter. Cal.
Walter Morris has reopened Sugreat theatre, San Diego, after house
forced dark three weeks ago because
of film shortage.

Atlanta.
Tom Bailey has added No, 6 to his colored chain. House is 250-seat Lenox theatre, which has been remodeled. He recently acquired Ritz, also 250 seats, in Decatur, Atlanta suburb.
Weyman Boyles, exploiteer and emee for 'Lucky' Teeter's Hell Divers, critically ill at Piedmont hospital here. His heart has gone bad on him.

nospirat nere. His heart has gone bad on him.

Dave Prince, for 18 years local branch manager for Paramount, bas resigned to go with UA as special sales representative.

Calumbus.

Columbus.
Climaxing 12 years of theulre operation, C. A. MacDonald has announced the opening of the Westmon, a \$125,000 suburban theatre in West Broad street here. The new Westmont is the fourth in Mac onald's group of suburban houses, the Arlington having been completed a year ago.

Lynchlurg.
New smallie, to be known as The
Bridge, planned for Bedford, Va.,
by Bedford Theatres, Inc.

Lincoln.
Star, Callaway, Is now owned by
G. W. Dye, owner of the Neu, Ashland. Deal was made with Senator
Bill Haycock, and his partner, R. E.
Brega. Haycock retains an interest.
Harold Kalous has opened the
many years dark Kay, in Sumner,
Neb.

Harold Karlows May, in Sumner, many years dark Kay, in Sumner, Neb. Builder of the Sun, York, Neb. Charlie McCloud, died last week. He operated it until two years ago when it was taken over by Central States Theatres, Inc.

Hundred dollar prize by Warner Bros. for manager's best exploitation idea for 'Midsummer Night's Dream' was split by Ray O'Connell, of Grand, Lancaster, and Gerson Shalita, Grange, Philly.
Capitol, grind, will be dismantled to make way for enlargement of adjoining department store. Lot and principle of the control of th

M. P. Foster, who has an interest in the Lode at Silverton, Colo, has leased two Colorado theatres from Charles Diller, owner: the Uray at Ouray, and the Nugut at Telluride. Dale Kline, recently part owner of the Alpine, is now managing the Plaza for Dave Cockrill, who recently took over both the Alpine and the Plaza.

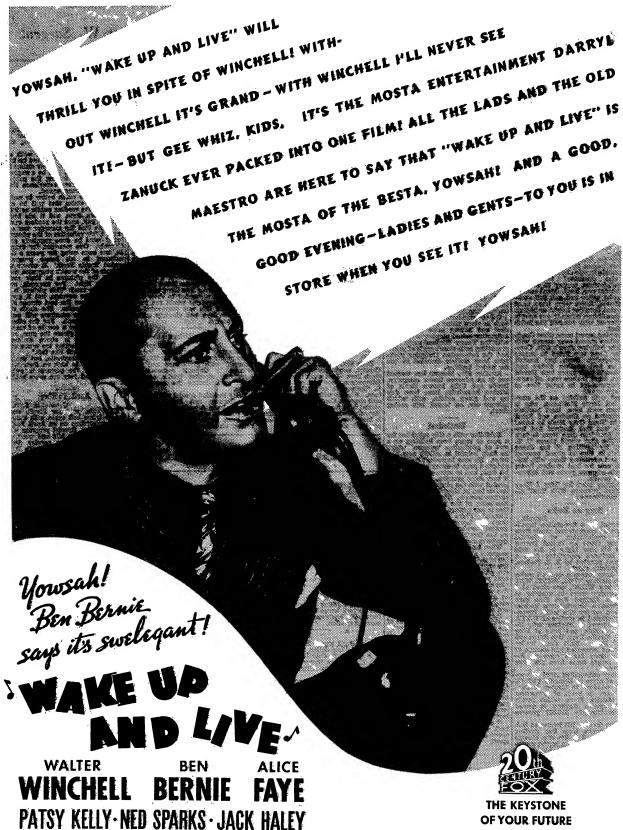
Jerry Ross, recently of Beattle.
new manager of Palomar, succeeding Gordon Craig, resigned. L. O. Lukan, supervisor of downtown theatre for Sterling, and former operator of naborhood string, has resigned. Bill Forman pinch-hitting on the spot.

Rochester.

Roches around \$400,000. P. forced into financial the depression.

Charles Boasherg, salesman in the RKO Buffalo exchange, moved up to manager's chair here, succeeding Tom J. Walsh, who quit to join Camerford circuit in executive post, Walsh with RKO nine years.

Spokane, Wash,
Work on a new \$100,000 theatre
building will start within 60 days,
F.C. Weskil, president of Spokane
Start within the Spokane
Start Spokane
Spo



GRACE BRADLEY · WALTER CATLETT LEAH RAY. JOAN DAVIS. DOUGLAS FOWLEY MILES MANDER

Directed by Sidney Lanfield

Associate Producer Kenneth Macgowan. Screen play by Harry Tugend and Jack Yellen. Original story by Curtis Kenyon. Based on Dorothea Brande's book

Music and Lyrics by Mack Gordon and Harry Revel Darryl F. Zanuck in Charge of Production

OF YOUR FUTURE

REMAKES ON THE UPBEAT

Growth of 16mm. Equipment Seen As Stimulus to General Pix Biz

Recent strides made by independent manufacturers in marketing 16 millimeter talking picture projection equipment, that promises a satisfactory machine for as low as \$100, is not regarded as a threat to the box office by industry technical experts. They hold that such apparatus still is in the 'hobby' stage. They say it will not stand up for any reasonable length of time and that it encourages interest in films in regular theatters rather than cuts into attendance because of selection of subjects

theatres rather than cuts into attend-ance because of selection of subjects available for this equipment.

Probable result of further refine-ment and strides towards getting workable talking projection equip-ment down to a popular price will be that many producers will increase the number of popular features be that many producers will increase the number of popular features available for home showing in 16-mm. Such a plan has been under consideration by some major producers for some time, catch thus far being the belief that lower price range for home equipment was essential before it could pay off reasonably.

sential before it could pay off reasonably.

Long Island inventor is newest entry into low-priced field although his plans for manufacturing and marketing have not been perfected. He claims he has talking projection equipment that can be marketed at \$100 to \$150. Edoo Electronic Devices also has a machine that may soon be obtained for around \$200 although now listed at \$300. Keystone is reported as readying an outfit (talking pix) that will sell as low as \$250. Univex, its purported biggest competitor in silent field, may be expected to follow and probably at a lower cost.

pected to follow and probably at a lower cost.

Biggest-difficulty experienced thus far with these less costly outfits is that the soft metal requisite for pressed manufacture in large whole-sale quantities does not insure long life. More expensive outfits, now found satisfactory by big industrial firms for trade shows and for salesman instructional work, are tooled jobs that permit use of harder steel in constructing the machines.

Despite the extra workmanship, time and material that must go into these more expensive talking projection outfits, leaders in the field have been able to offer them this year for \$450. These furnish expert talking picture projection for audiences as large as 500. They carry 1,000 feet of 16 mm, film (equivalent of 7,000 feet of 35 mm, standard film) and entire job is packed into a case weighing less than 60 pounds.

BRITISH EXHIBS ASK ED KUYKENDALL OVER

London, March 28.

London, March 28.
Ed Kuykendall will be invited to lecture British exhibs at the Cinematograph Exhibitors Ass'n convention in Harrogate during June. He will be asked particularly to discuss the 10-point program.
Plan was framed by the C.E.A. committee responsible for convention arrangements, when it was sugested that the views of a leading U. S. exhib would be worth hearing, particularly a talk by the M.P.T.O.A. chief on theatre problems in the United States.
C.E.A. closely corresponds to the

C.E.A. closely corresponds to the American organization.

'COURAGEOUS' SET FOR TWO-A-DAY ON COAST

Hollywood April 6. 'Captains Courageous,' Metro production, is being readied for open-ing at the Carthay Circle theatre following the current roadshow of 'The Good Earth.' sat the Carthay Circle theatre following the current roadshow of The Good Earth.

Metro originally intended to use the house for premiere of Parnell' but there has been an unexpected delay in completion of that pic. Selznick's 'A Star Is Born' gets a 55 premiere at the Chinese April 20.

To Pathe at World Fair

To Pathe at World Fair
Although Pathe News was employed exclusively by the bond-selling committee of the N. Y. Worlds Fair, there never has been any desire or intention on the part of the exposition officials to show any favoritism towards one newsreel over another. This was made plain this week by top executives who pointed to the cooperative spirit that had been employed in the past and is still being used to have all five U. S. reels cover latest developments of the show.

Report arose over the fact that Pathe was used for the bond-sales division activity. But from the outset, editors of the five reels have been told and repeatedly advised on every development that had any semblance of news value. First shovelful of dirt for building projects, pix of model buildings and paintings and most recently the opening of the fair exhibit in the Empire State building were handled by the newsreels.

Appointment of Howard Hughes, aviator and picture producer, as aeronautical advisor to the Fair was announced this week. The airport at North Beach, one mile from the fair site, may be improved if necessary action is taken this week by the city fathers. Commissioners of sinking fund will take up the matter at the meeting today (Wednesday). Fair officials feel that a practical airport near the exposition grounds may assist in transporting the 50,000,000 visitors expected to the big show.

NEW MISSOURI

St. Louis, April 6.
Plans are almost set for formation of a new organization of Missouri exhibitors to be known as Theatre Owners and Managers Association of Missouri and articles of incorporation will be asked of Secretary of State at Jefferson City within next week. New body will invite membership from exhibitors and managers and will have no national affiliation, either with MPTOA or the Allied group.
Only Missouri exhibition problems, principally of a legislative nature,

Allied group.

Only Missouri exhibition problems, principally of a legislative nature, will be chief objectives of new organization and purely competitive situations will not be considered. Local exhibitors who are milling idea believe more progress can be made by remaining independent of MPTOA of Eastern Missouri and Southern Illinois, to which a number of local exhibitors belong. There has been some protest voiced against local MPTOA's handling of legislative problems and also against great attention that has been given to competitive features of one exhibitor against another than to matters of broader range.

Giveaways, long programs and other tactics which have kept exhibitors in a turmoil for several years probably would be climinated by mew organization. It also is believed that with these objectionable features stricten off the docket it would pave way for educating public back to pre-war price scales and also

tures stricken off the docket it would pave way for educating public back to pre-war price scales and also elimination of double feature programs, except occasionally. Idea is meeting with much favorable comment and it appears that new organization will have considerable support, especially from indie operators in larger cities in state.

ROBBINS ON COAST

REVIVED AGAIN

More So Now Than Ever-And More So in England Than Hollywood

FLOCK ON TAP

Remakes are on the rebound. There are more of them around, or in the process of being made, than at any time in pic biz.

at any time in pic biz.

Remakes have always been a question mark in, the industry. Despite the seeming: obviousness of the method, it has never really worked out. On the face of it, a cinch manner of production, it has proven a flop more often than not. But film producers think they have it figured out now. out now.

out now.

Remakes started in the early days of talkers. Idea was to take a European production, screen it several times, fix its faults, if any, and do it over. It seemed a cheap way of getting story material which had already been tested. Also it made possible the use of big scenes via cut-ins from the old material without additional production costs.

'Smiling Lieutenant' (Par) was the first really successful remake, but to

'Smiling Lieutenant' (Par)- was the first really successful remake, but to pay for that there were a dozen or so floperoos. Surprisingly, it usually turned out that the films, after being remade, frequently had the warmedover flavor. So the industry more or less decided to skip it and concentrate on wholly original films. But a year or so, ago it started again and now it's on full blast.

Of current releases, most promi-

EXHIBS ASS'N

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St. Louis, April 6.

Ins are almost set for formation mew organization of Missouri pitors to be known as Theatre expensed and Managers Association is and Managers Association is souri and articles of incorpora
Cilck Remakes

Click Remakes

mountain stuff all was snipped in from there.

Cilck Remakes

Of the recent click pictures which were remakes, 'Desire' (Par) and 'Top Hat' (RKO) top the list. 'Desire' was originally made by Ufa in German and French as 'Adicu les Bon Jours.' 'Hat' was first known as 'Romance in Budapest.' There's a gag around that, incidentally. When Universal made 'Romance in Budapest,' in Hungary, a couple of unknowns, Henry Koster (litz) and Josef Pasternak did, the producing. U didn't pay much attention to it, but RKO picked it up for warming over. It wasn't until after that that U decided to bring the Koster-Pasternak duo to the Coast where they have since clicked.

'Masquerade' (Viennesse) was remade by Metro as 'Escapade;' M-Geurrently is busy on two more remakes. 'The Empero's Candlesticks and 'Madame Walewska.' Par had Loves of Jeanne Ney, 'a German-Ufapicture scheduled for remake until a couple of weeks ago, but changed its mind; Warners has Kay Francis working on 'Mazutuka.' which was made last year under the same titby Pola Negri for Ufa in Berlin; RKO is releasing 'The Woman I Love' this week, formerly known as 'L'Equipage,' a French picture' Janet (20th) is from a Swedish film; 'Mad Love' (MG) was once a German film; 'Madame Spy' (U) was originally German; 'Road to Glory' (20th) was originally Croix de Bois' (French); 'The King Stepe Out (Col) was originally Austrian.

And there are, 'I course, quite a few in England.' I Stand Condenned' (Moscow Nights, is the alternate title) was remade by Korda for UA release from a French film under the name of 'Rothschild;' Transattlantic Tunnel' (G-B) was first an Austrian film; CB's Arliss film. 'Mir Hobo' was first a French film under the name of 'Rothschild;' Transattlantic Tunnel' (G-B) was made by Ufa in Ber-

PRACTICE BEING | Polaroid's 3d Dimensional Pix **Experimentation Going Cn; Also See Its Blending with Colorfilm:**

Can't Resist

Hollywood, April 6.
Alfred Cohen has been assigned to do the screenplay for the next 'Mr. Moto' picture at 20th-Fox.

20th-Fox.

Cohen, U. S. Collector of the Port at Los Angeles, was a film writer before he received the appointment.

OHIO'S FIELD DAY ON NEW **AMUS. LAWS**

Columbus, April 6,
Theatre men will watch this week's activities of the Ohio legislature carefully. In addition to the bill removing newsreels from state censorship, which is due to come up on the floor of the Senate, two other bills are set for committee will hold a hearing Thursday on the proposed measure to add an additional 7% tax to the existing 3% tax on all admissions. Not only theatre admissions but service and cover charges in restaurants and night clubs and greens fees at golf courses would be subject to the additional tax.

tax.

Also scheduled for Thursday is a hearing before the Hause labor committee on the bill which would compel theatres to place two operators

pel theatres to place two operators in each booth.

The House judiciary committee last week heard the opponents of the Whetro bill, which would ban bank nights, bingo games and all other forms of lottery, M. B. Horowitz and Ernest Schwartz of Cleveland and Dan Stearns of Willoughby, Ohio, appeared against the bill.

Proponents of the bill were not ready to be heard and were granted additional time to prepare their case.

COMMITTEES NAMED FOR ALLIED'S CONV.

Columbus, April 6.
P. J. Wood, secretary of the Independent Theatre Owners of Ohio and chairman of the national convention committee of the Allica States Association, has announced the following committee chairmen for the association's convention in Miwaukee, May 28-29.
General convention committee. Edward F. Maerts, Zenith theatre. Milwaukee; banquet, Max Krofts, Abby theatre, Milwaukee; crientsinment, Merrill Devine, Milwaukee; Dublicity, Arnold Brumm, Ritz, Milwaukee; exhibits, Ross J. Baldwin. Tosa theatre, Milwaukee; transportation and hotel, George Fischer, Milwaukee transportation and hotel, George Fischer, Milwaukee and theatre, Milwaukee; transportation and hotel, George Fischer, Milwaukee, George fischer, Milwaukee, George fischer, Milwaukee, George fischer, Milwaukee, Aragon, Milwaukee, Goderski, Aragon, Milwaukee, Scherker, Aragon, Milwaukee, activities, Mrs. Frank Fischer.

women's activities, Mrs. Frank Fischer.
With Wood on the national committee are Ray A. Tesch, Milwaulkee; Nathan Yamins, Fall River, Mass.; Lee W. Newbury, Belmar, N. J.; W. A. Steffes, Minneapolis; M. B. Horwitz. Cleveland; William D. Davis, Pittsburgh; Roy Bair, Indianapolis; F. J. McWilliams, Madison, Wis.; H. M. Richey, Detroit, Aaron Saperstain, Chicago; Col. W. A. Colc. Dallas, Tex. and Walter Littlefield.

lin first and there are several others. In England, in fact, the remake percentage is higher than that in Hollywood.

As actual work in applying poliroid to modern-day talking picturprogresses quietly behind the clos
laboratory door, other scientiminds and experts are daily becor
ing convinced that perfection in it
use will be the next revolutiona,
step forward in the film industr.
These research authorities think th
it will definitely establish the s
culled third dimensional effect f,
screen productions.
Typical of this interest in polaro.

screen productions.

Typical of this interest in polaro as a means of refining highest ligit treatment for motion pictures w: the recognition accorded it at a recent session of the Atlantic coast serion of the Society of Motion Pictur Engineers. As a result, the top: probably will be taken up in mo advanced phases at the next meetir with likelihood that a committee wiba named to look into its presestage of development and applicatic as it effects film engineers.

Those acquainted with inside mr.

as it effects film engliners.
Those acquainted with inside mranipulations of polaroid as it relate to motion pictures claim that it holi the key to producing the long-sough depth illusion in screen production. The theory actually has been trie out on scale models with polarois material spotted so that the spectate readily grasps the difference between the commal vision on a miniature settling the view picked up through the polarizing material. polarizing material.

polarizing material.

Scientific explanation is that light waves vibrate horizontally while the polaroid lens is set so that only the vertical vibrations pass through. Then, effect blocks out reflected image, aby blocking out these undesired reflections, some of which are bardly noticeable to the naked eye, the illusien of depth is created.

Angle that seels wave he made in the seels wave he was in the seels wave her wave he was in the seels wave her wave h

Angle that color may be an aid in producing third-dimension films alrohab been demonstrated on a sma' scale. The polaroid lens or materic blots out reflections, with the richness in the colors being doubly accentuated when the highlights arodiminated. eliminated.

In lab testing, experts explain to the layman that the most importan In lab testing, experts explain to the layman that the most importan of the nine philological factors is the bi-focal vision of the human being. While polaroid sample miniatum-glasses' have been used, by givin every spectator in theatre audience a pair, the present task of experts to obtain the same effect by applyin the polarization to the original studicamera.

nee polarization to the original studi camera.
Whether this will mean applyin special lights, color beams and a: rangements of studio arcs are othe problems being mulled behind thi-lab doors. Another primary facto is whether the pleture industry i ready financially to take care of the ready mancially to take care of the cost of such a new invention of change in projection equipment. This may be doubly costly, too, becaussound recording equipment companies want to introduce or incorporate three-way sound into the new layout.

WB MAY BREAK 3-WAY ROCHESTER, N. Y., POO!

Rochester, N. Y., April 6.

Demand of Warner Bros. for house rexploiting its product threaten breakup of the five-theatre down town combine of RKO, Paramount and Comerford interests, latter controlling WB product. Agreement slated for 10 years has run three, but can be ended by mutual consent. Paramount reported willing, as its houses, Century and Regent are currently doing the best of the five.

RKO, however, wants to carrie

five.

RKO, however, wants to continupresent setup as it has only RK(
and Universal product for the acPalace and needs WB toppers in addition. City Manager William H.
Cadoret and film officials seeking
way out of dilemma.

TO.

Correction:

When Delight Evans of Screenland Magazine said "Call It a Day' is the best picture ever made by Warner Bros." she hadn't seen "The Prince and the Pauper".

FORMAL BILL IN No Work, No Pay, Bill **DEL. TO INDUCE PIX STUDIOS**

Wilmi . April 6. Long-agitated desire to offer pic-

ducement to pick Delaware, if and when any of them should leave Caliwhen any of the east, takes the form of a bill in the current session of the state legislature to exempt stu-dios and plants from all ad valorem taxation for 15 years after beginning

dos and plant station does not plant agree to the following population.

Bill sponsored by Rep. William R. Ringler of 'Milford in the southern part of the state has passed the House and has a clear track in the Senate. Ringler told the House sites near Milford have been considered by two producers. Exemption applies to land, building, chattels, all raw materials, and the finished product, or films. Properties speifically listed as being exempt under the bill are warehouses, laboratories, cutting rooms, projection rooms, storage, trackage, shipping facilities, sets and locations.

In a statement especially prepared for Vanitry Representative Ringler sai, "The idea beyond the bill is that, by the provisions thereot, and wealthy industry may be induced to move into Delaware and thereby, contribute both by payrolls and taxes to the income of the state. I do not mean by this that Delaware contemplates an increase in taxation after the industry has moved here. Too many obstacles would confront any such idea to allow of its being made a law. However, without any increase in taxation it may easily be seen how the industry would benefit the state.'

As advantages to the Industry Ringler pointed to low taxes on real

As advantages to the industry, Ringler pointed to low taxes on real and personal property, the fact that Delaware is near the biggest concentrations of population and wealth, and the companies could take advantage of the liberal Delaware correction. vantage of the iberai Delaware cor-poration laws as resident corpora-tions. He said also, 'I believe that the differences in elimate and scen-ery between Delaware and Califor-ia could be easily overcome.'

A Point; Now it's Anti-Loning that the differences in climate and scenery between Delaware and Califoral could be easily overcome.

MPLS. SEX SPIEL DUO FOUND GUILTY; FINED MPLS. MP

Sacramento, April 6.

Sacramento, April 6.
Commissions would be denied agencies, unless obtaining employment direct for a client, by an amendment made to Assembly bill 965, introduced by Assemblyman Cecil King of Los Angeles, at a session of the house committee on labor and capital.

King previously introduced an amendment to the original measure providing that contracts between agents and client be limited to one year. Newest amendment provides that where a client obtains his own employment, even though under contract to an agent, latter would not be entitled to any fee.

Sues for \$1,000 Banko

Sues for \$1,000 Banko

Affiliated Enterprises, Inc., TriStates Theaters Corp., and the Minne
Lusa theatre are named defendants
in a suit for \$1,000 filed by Mrs.
Walter. A. Rosenberg in Omaha
municipal court. Allegations are that
Mrs. Rosenberg attended the Minne
Lusa on Feb. 24, the night of the
regular bank night drawing, when
the prize was advertised as \$1,000
and the drawing advertised to be
held at 9 pm. Her principal claim is
that she arrived at the theatre at
\$30 only to find the drawing had
been completed by \$20 and her
name had been drawn. She further
alleges to have demanded payment
and that if was refused her.
Bank Night plan was put into
operation on a cooperative basis und
toperation on a cooperative basis und
the state of the state of the control
and has since operated continuously
on Wednesday nights. Since its
institution it has been the focal point
of several issues involving the city
council, the state's attorney's office
aph has been variously championed
and ehallenged by the local dallies.
This is the first time, however, any
matter pertaining to the giveaway
has reached the court.

WORK, No Pay, Bill Would Penalize Agents MECHANIZATION OF CHAIN THEATRE OPERATION IN N. Y. AGAIN CRITICIZED

WINNIPEG'S LARGER **EXCHANGE QUARTERS**

Wi ipeg, April 6, icture companies here soon will have a new \$100,000 modern film exchange building. Present structure, a multiple-story building, was good when erected but has outlived its usefulness.

Proposed Canadian film center will more than double the present ground floor area, although only one-story. Hudson's Bay Co, will build. Wi ipeg, April 6.

Roth-Pitts Merge

Harrisonburg, Va., April 6.

A merger of theatre interests of the Roth Bros. of Harrisonburg and the Benjamin T. itts interests of Fredericksburg, announced by Charles, Sam and Harry Roth. Pitts chain of theatres is largest in the territory. The Roths' State, Strand and Elkton theatres, operated by the Roths' Valley Enterprises, Inc., are not included in the merger.

Pitts operates 16 theatres in Richmond, Suffolk, Fredericksburg, Emporia, Orange, Culpeper, Warrenton, Manassas, Leesburg, Berryville, West Point, Front Royal and Charles Town, W. Va.

Charters for two corporations have been organized, each with \$25,000 capital and with headquarters at Fredericksburg, Charles E. Roth, of Harrisonburg, is president of the R. & P. Corp., while Benjamin T. Pitts is president of the P. & R. Corp. L. G. Payne, of Fredericksburg, is the auditor of both companies.

Divorcement Bill in Minn. Gains A Point; Now It's Anti-Zoning

'Swivel-Chair' Managers—Close Proximity of Circuit House with Same Dual Setups-No Personality Front-Men, Etc.

New 1,100-Seat Salt Lake House Still Not Leased

House Still Not Leased
Salt Lake City, April 6.
Salt Lake and intermountain region showmen this week were wondering about the Auerbach brothers' \$185,000 downlown theatre, nearing completion. The freres, wealthy department store and real estate owners, have as yet been unable to find a lessee. House, in heart of Salt Lake shopping district, will seat 1,100. Intermountain Theatres, Inc., operating five houses here, has sewed up major product; and remaining nine are second-run houses. Boys have approached a number of local operators on deal, the latter nogo due to extreme rent asked by the Auerbachs. House will be ready for opening within a month.

CAL. PRO-LABOR **BILL IS PASSED**

Sacramento,
Assembly has passed the Assembly ill 538 creating a California labor relations board to provide penalties for employers interfering with organization activities among workers. Tabbed the Little Wagner act, it was carried without debate and with only nine dissenting votes—and now goes to the Senate.

Measure would list as criminal activity and spying on employes, dominating or interfering with formation or admi istration of labor organizations, discharging or discriminating against employes testifying before a board and blacklisting workers or refusing right to collective bargaining.

Penalty on a conviction for violation calls for three years imprisonment and a \$5,000 fine.

Powwow Due Today On the Return of Cuts For N. Y. Stagehands

reater New York theatre labor committee, headed by Major L. E. Thompson, is scheduled to meet to-day (Wed.) with committees of Lo-cal No. 1, N. Y., and Local No. 4, Brooklyn, stagehands, over return of

cal No. 1, N. Y., and Local No. 4, Brooklyn, stagehands, over return of cuts taken several years back. While No. 4, the Brooklyn group, has accepted the offer of return of 15% cuts, stretched over a three-year period, the New York local hasn't accepted and much depends on what latter wants or will get since Brooklyn's proviso is that the deal is acceptable unless. No. 1 is granted something better.

Reported that while Brooklyn voted acceptance unless New York is granted better terms, with both locals the rub is the fact that return of 15% cuts does not include any upped provision for overtime. In other words, while the salary scale would be increased, the overtime would remain at the same rate.

STILL MULLING THAT 2% SALES TAX DEFEAT

Attorneys for most istributing companies met yesierday (Tues.) at the Hays office in an effort to finally decide what course to follow in the 2% city sales tax on film rentals. Confab adjourned with the announcement that the legal lights still were considering various possibilities, and chance that another session may be held later this week. Previously it was believed the trade would pay and not further contest would pay and not further contest the matter.

the matter.

Distributors must pay tax covering nearly two years that it has been in effect, or seek rehearing to earry it via appeal to the U.S. Supreme Court.

While industry moguls continue to protest against new forms of competition that have appeared on the scene in recent years and worry over the inroads made into gross revenue by other forms of amusement, the charge was hurled this week that mechanization of circuit operations in the most profitable area in the business (Greater New York) was taking away thousands of added dollars. Old-time showmen in film houses further claimed that if more attention were paid to the requirements of patrons and house operations than to givenways, other freak stunts and new competitive enterprises, these extra dimes an uarters would roll in.

Such chain methods of operating include sameness in product (sometimes scattered among a group of 22 theatres), lack of attention to potential patron needs, prevalence of swivel-chair, house managers and

theatres), lack of attention to poten-tial patron needs, prevalence of 'swivel-chair' house managers and failure to attend to little requests of theatre-goers, according to veteran exhibitors. Back of these are other minor flaws in the system as now constituted in the N. Y. area, but these are the most glaring ones, they say. They refuse to be quoted, how-ever, for fear of being transferred to the 'sticks.'
Typical of identical, bookings were

ever, for fear or being transferred to the 'sticks'.

Typical of identical bookings were those made in past fortnight by major circuits. Loew had 'You Only Live Once' plus 'Doctor's Diary' spotted in seven theatres, while another duo combination was scheduled for 14 houses. RKO circuit even went for more sweeping sameness with Love Is News' skedded for 22 theatres in Manhattan, Brooklyn and Queens. This booking also included several houses in Westchester, Mt. Vernon, White Plains and Yonkers.

Two Manhattan indie theatres, only '16 blocks apart, the Beacon and Stoddard, had 'Love Is News' and 'Penrod and Sam' day and date recently.

and 'Penrod and Sam' day and date recently, Loew's put 'Three Smart Girls' and 'Man of the People' into 22 the-atres in Queens (including Brook-lyn), Bronx and Manhattan over the week-end.

Circuits' Attitude

Week-end.

Circuits' Attitude

Attitude of circuit spokesmen is that they play first-run and must clear for subsequents. They claim that they they try to break up bookings so that the same program is not playing in all houses at the same time, attempt being made to use one combination in the Bronx and another in Brooklyn, obtaining variety to that extent. Nothing was said regarding availability of prints and the claim by some exhibitors that its implifies the handli of films by putting the features through the whole circuit at the same time.

Patrons have told indie managers that their requests for certain productions have been ignored by circuit house managers and these theatre managements make it difficult, rather than simple even to obtain house programs or forthcoming attraction pamphlets.

Answering the complaint by theatre-goers that an impersonal atti-

Answering the complaint by the-atre-goers that an impersonal atti-tude obtains with numerous circuit managers, affiliated circuit representmanagers, affiliated circuit representatives say they try not to have swivel-chair managers. However, there was no indication that circuits operating in New York City had any definite instructions such as have been issued by leading circuits on the Coast in the past that house managers must be on the floor for every show break and must get acquainted with regular customers. Old timers in the circuit biz are climed to feel that if less attention were paid to frontal inroads from competitive forms of business and more to individual operations, the boxice intake might be improved.

Herb Rosner in N. Y.

Herbert Rosner, operator of the Grand International, Hollywood; Clay International, San Francisco, and Montlake, Seattle all arti in New York looking around.

Besides ogling available arty product, Rosner is talking to a number of New York indie foreign film distribs, whom he represents for distribution on the west coast.

Mr.

"INTERNES CAN'T TAKE MONEY"

BUT YOUR BOX-OFFICE WILL!

Take one look at the job BARBARA STANWYCK and JOEL McCREA do in this sock heart drama of the young doc who risks job, rep, life itself for the gal he loves. Get a glimpse of Lloyd Nolan as the tough guy with the softboiled heart, of Stanley Ridges as the pop-corn addict with the yellow streak. Get a load of the punch a minute action. In short—see Director Alfred Santell's "Internes Can't Take Money" at your nearest Paramount exchange. You'll agree with the lads who've seen it... Paramount has another pack-'em-iner!



N. Y. Exhibs Count on Summer **Economy to Finally K.O. Banko**

While some independent circuits in New York still retain giveaways in New York still retain giveaways in isolated spots, a majority of them in-icate now that they are dying out in popularity. Officials of a few cir-cuits claim that even where they are operating it hardly makes an impres-sion on the take. Bank nights are operating it natury hates an impression on the take. Bank nights are being held to \$50 one night per week by many circuits and then to indi-vidual operations. Same is true of numerous indie exhibitors;

numerous indie exhibitors;
Together with the decline in interest in these cash games, there is a growing conviction among circuit and individual theatre executives that a return to the status of operating houses for screen entertainment alone will aid the whole industry in Greater New York. Certain circuit officers are outspoken in their belief that giveaways should be cut out altogether.

With diminuition of interest, With diminution of interest, imerous giveaway contests and coin games probably will receive a body blow from seasonal factors shortly. With warm summer period in the offing, circuits and other exhibs are beginning to lay plans for the usual hot weather retrenchment.

hof weather retrenchment.

Because the actual prize money is counted added expense, unusual discrimination will be exerted in next few months in pleking locations where these giveaways are to remain. Along with cutting down the number of houses employing these novelties, many exhibitor officials are convinced that any further outburst or spread of the games will be delayed until this fall. It's all a matter of trimming the economy sails, yet showmen figuring that there's only so much patronage available in the summer period anyavailable in the summer period anyway, no matter what the inducement to draw customers,

GIVEAWAYS A LOTTERY. MINN. COURT RULES

Minneapolis, April 6.

Bank and all other gift nights will be out in Minnesota if the state supreme court upholds a decision handed down by the Ramsay county district court in the case of the Lyceum theatre, Twin City subsequent run house, found guilty of operating ten-o-win as a public lattery. Minneapolis, April 6.

In his decision, Judge H. O. Hanft

ruled that such schemes constitute a lottery in violation of the present anti-lottery law even though partici-pants are not required to purchase a theatre admission ticket in order to theatre admission ticket in order to win. The bank night contention, up-held in many other states, always has been that if the public is not required to buy a theatre ticket in order to participate or win, no con-sideration involved and, con-sequently, no lottery exists.

sequently, no lottery exists.

Exhibitors in the state, who have been using gift nights to advantage, had thought their worries were over when an anti-theatre gift night law was believed to have been killed in committee in the state senate. But now they're plenty upset again because of this development and because on Saturday (3) the general declaring banko illegal and sent the measure to the House approved a bill declaring banko illegal and sent the measure to the House for action. The Judge Hanff decision is being appealed by the theatre to the state supreme court for final adjudication.

Ince the St. Paul bank night consistent.

supreme court for final adjudication. ince the St. Paul bank night convictions, St. Paul exhibitors have discontinued gift nights, awaiting a state supreme court ruling in the case of J. L. Stern, banke distributor in the territory. In Minneapolis and throughout the rest of the state, however, ift nights are being used the same as usual.

That Bag of Gold

I nat. Bag of Gold
Los Angeles, April 6.
Four top operating districts in the
Fox West Coast circuit, in a special
Anniversary Week drive, April 16-24,
will split a cash purse of \$2,000, hung
up by Charles P. Skouras. Winning
district, if reaching biz expectancy
set for it, will garner \$750. Second
award will be \$550, third, \$400 and
fourth, \$350, fail to reach their
expectancy, award will be cut to
\$4,000, with four districts sharing
proportionately.

HYPOING THE HELP

B&K Assures Field Staffs of Upping

Chicago, April & Balaban & Katz has undertaken at policy of more frequent get-togethers between the top executives and the working staff in the field, and to that end has scheduled a series of general meetings between the execs and every bracket of employees.

every bracket of employees.
This was started off last week by a special meeting of assistant theatre managers of the circuit at the Hotel Sherman. Assistant theatre chiefs were addressed by John Balaban and Walter Immerman and were assured that the circuit was behind them individually 100%, that their jobs were secure and finally that promotions would come right from the ranks and not from outsiders, with deserving men to get higher positions and rising salaries.

TITLE-SWITCH HABIT IN N. Y. **UP AGAIN**

Another flare-up of phoney titling or recaptioning feature pictures has attracted picture executives in the last week. Bulk of them were concentrated in the Times Square area, where exhibitors and house managers have attained a questionable rep for advertising product under any name but the one under which they rented the film.

which they rented the film.

There is nothing the Hays organization can do in this situation, much as Haysians have battled to make exhibitors show product only under the original title. Basis for effort to force theatres to show features under name officially set by the distributing company is that distributors grant exhibs the license to show picture only under that title, and use of other name is a violation of licensing agreement.

However, the Hays office can

and use or other name is a violation of licensing agreement.

However, the Hays office can bring little or no pressure, sincemost of the houses involved are not affiliated members. This leaves it a matter for individual distribs to settle. In other words, if the distribution firms do not care how their product is shown to the public, the matter is ended. The distributors, to a certain extent, consider these olde pictures as so much added velvet and generally so dated they posses little draw. Only basis of squawk-would have to come from competing theatres, who might object to phoney advertising that crops up as result of title switch. of title switch.

Practice of theatres around 42nd street is to play up dull-titled films with flashy names to get transient trade at mi imum admissions.

SHOWDOWN ON GIFT **NIGHTS IN BUFFALO**

Buffalo, April 6.

Buffalo, April 6.

Looks li giveaway nights are in for it in Buffalo. Following attacks by the Better Business Bureau before the City Council, city officials admittedly acting on the complaint of the BBB, are seeking to invoke a section of the ordinances providing for the revocation of thearter licenses in the event that lotteries or chance distribution of gifts are conducted on the premises. Thursday the chief of police issued an order to all precinct captains directing them to pick up the licenses of all houses found to be operating giveaways.

giveaways.

Theatre owners first contemplated injunctive action, but following a conference with the city officials it was agreed that a test case would be made and a hearing held before the director of lieenses, after which court proceedings could be had if an adverse ruling on the lieense was made. In the meantime, theatres are being permitted to continue with giveaways.

FOX-W. C. WILL BLAZE TRAIL TO END PRIZES

Hollywood, April 6. Fox-West Coast exces are hud-dling with indie theatre operators to end the giveaway comeon. Indies are given to understand FWC will take the lead if they follow suit. Crackdown would include bank night and all forms of premiums for attendance.

BINGO 'SALONS' OUT, B.O.'S UP

St. John, N. ., April 6.

St. John, N. , April 6.

Improved box offac conditions for the local theatres have followed the ban on public housie, beano and bingo 'salons,' in St. John. Local film exhibitors had protested to the city council and the ban 'resulted. The campaign was imed chiefly at a 'salon' on the ground floor in the center of the city, with acomodations for about 500 persons. A housie party was held every night in the 'salon,' which replaced bowling alleys. The housie prevailed from 'salon,' which replaced bowling alleys. The housie prevailed from 'salon,' which replaced bowling alleys. The housie prevailed from 'salon,' which replaced bowling alleys. The housie prevailed from 'salon,' which replaced bowling alleys. The housie party was banned, W. B. Stearns, promoter of the big housie 'salon,' introduced 'cardo,' a 'game he in vented. This flopped ignominiously, and Stearns threatened to establish the housie on the outskirts of the city. This did not materialize, and he went to Sydney, N. S., where, however, the authorities are limiting him to two nights weekly. Efforts to locate in Frederiction and St. Stephen, N. B., as a nucleus for a housie chain, went blooey.

Housie stands are being sought in Halifax, N. S., by Stearns and Louic Crey, also of St. John.

The film exhibitors had complained to the city' council in their protests that public was spending money it could ill afford in the 'salon,' being there every night, the attendance ranging from 300 to 500. With the hotsie cards at a nickel and a dime each, and from 10 to 200 of the rounds, each person taking from 1 to 5 cards, it was a very easy matter to spend from \$1 to \$5 a night. It was claimed the prizes were bouncers. That is, the favorites did the bulk of the winning and turned the watches. iew-

From \$1. to \$5 a night. It was claimed the prizes were bouncers. That is, the favorites did the bulk of the winning and turned the watches, jewelry, electric appliances, furniture, cut glass, women's wear, etc., back to the house. Although cash was barred, a winner had no trouble getting the lucre, without going secretive.

Progress in Educational Field One of Highlights in Hays' Report

With Ray Bell, It's Just Routine: UA Free Trin

Washington, April 6.
Ray Bell, ballyman for three Cap
Loew houses, will leave with his
spouse for month's trip to Mediteranean on April 20. Jaunt is prize
offered by United Artists for best
campaign by theatre manager or
exploiteer on Garden of Allah.
Bell, who is never conscious of
anything but next week's show, is
still digging in the theatre's files to
find out why he won the trip so he
can tell inquiring drama eds.

IRATE BANKO FANS SEIZE, **BURN BOX**

Spartanburg, S. C., April 6.
Angered because no Chesterfield county residents had won recently at bank nite drawings at the Chesterfield theatre, near here, about 15. at bank nite drawings at the Chesterfield theatre, near here, about 15 patrons seized a box containing 3,000 bank nite names, took them by force from the theatre employes and burned them in a huge bonfire at the edge of the town. Robert Rogers, of Cheraw, manager of the State theatre at Cheraw and the Chesterfield, said the drawings would be discontinued immediately. He said he could identify members of the group who seized the name, slips and burned them, and that a member of the South Carolina state house of representatives was among the party, but he said no action may

the party, but he said no action may be taken.

Several Chesterfield residents said

that the bank nite drawings had been conducted for the 13th consecu-tive week at the theatre without a Chesterfield resident drawing a win-

ning slip.

The prize had increased to \$150 the night of the disturbance. After the drawing—with no money won at Chesterfield—the box of tickets had been loaded into a car to be taken to the State at Cheraw for a later drawing there, when they were seized, Manager Rogers said.

The strides taken in the educational field by the film industry were held up as one of major achievements in the annual report ubmitted last week by Will 16 spresident of the Motion Pt. ure Producers & Distributors of America, Inc. In the four full pages devoted to this phase of the organization's work, he outlined the results of research, production of instructional films, the Secrets of Success series, Progressive Education Movement, and future possibilities.

The year just finished has witnessed the greatest progress in fulnilment of one of the Hays office initial objectives—that of 'developing the educational as well as the entertainment value and general usefulness of the motion picture. Hays stated in his paper to members.

"This purpose moves forward with full recognition of the essentic' rights of the exhibitors and with their cooperation, his report continues. While pedagogical film creal merit has been produced, few schools are consistently usi Some have said that while schools waited for an inclusive library of educational film to be produced, competent producers hesitated to venture into costly production with so negligible a market.

"This is not true. Encouraged b" This purpose moves forward with ull rec rights of their c

tion with so negligible a market.

"This is not true. Encouraged by
the association, the industry hy
spent large sums in attempting to
meet school film needs. None of this
must be regarded as lost. It wo,
and remains valuable beyond its immediate objective—it was a contribution to progress in education.

"The problem now is not primate."

The problem now is not primarily production; it is coordination under wise educational planning an leadership, of the effort to put thim to wor the classroom for the benefit of future generations.

Hays cites the Secrets of Successeries as the ultimate outcome (*experimentation in editing enter-tainment film so that it would bracceptable for use as instruction pictures. Early tests were started in 1929, and after the usual difficulties in such work, the Secret of Success series finally was established. This series consists of 20 one-reel excerpts from suitable non-current pictures furnished by member companies. Hays cites the Secrets of Successeries as the ultimate outcome

Contention that the public has disappeared and in iplace a universal theatre audienthas appeared and the great strict taken in the matter of self-sensorship by the Motion Picture Producers and Distributors of Americal Cinc., were also stressed by Hays in his annual report.

Hays emphasized that great viriety of screen fare may be devioped and made financially successful without violating the Hays offiproduction and

riety of screen fare may be devcoped and made financially successfiwithout violating the Hays offiproduction code, as represented the offices in Hollywood and in Ne York. It also stressed that picture going through this purification cowere praised by independent pub groups, indicating further succes of self-censorship at the source. Hays was re-elected president for the 16th consecutive year; Carl Milliken, secretary; Frederick Herron, treasurer, and George Bowick assistant treasurer. New melber named to Hays organization Cosmopolitun Corp. with E. B. Hrick, v.-p., chosen as director, the new directors were Leo Spitz as Barney Balabam. Reelected directowere R. H. Cochrane, Jack Colharry D. Buckley, Cecil B. de Millisidacy R. Kent, W. Hammon-Hal Roach, David Sarnoff, Nichol M. Schenck, Sol Lesser, Harry I Warner and Albert Warner.

Chi Exhibs Back to Crockery Giveaways, More So Than Ever

Chicago, April 6.

With the banko, screeno and other coin giveaways off the boards completely, the local houses are rapidly reverting to their first love in the gratuity field—the merchandise giveaway. Several years ago the kitchenware and dining-room table stuff was extremely popular with the exhibitors in this sector, but with the coming of the coin stunts the crockery faded. Now, however, the stuff is back bigger and fatter than ever as the exhibitors try to outmaneuver each other on gifts to the customers.

Where formerly gadgets cost exhibs from 2c, to 5c, each, the cost on the new items to-day ranges from 8c, to as high a 10c, a copy. The exhibs are howling about this added weight hut they Chicago, April 6.

each, the cost on the new items to-day ranges from 8c. to as high as 10c. a copy. The exhibs are howling about this added weight, but they are all going for it to meet the competition. It is just another example of how exhibitors delight in cutting their own throats under the label of 'showmanship.'

Here are a few examples of the type of giveaways being handed to the customers around the local houses: pyrex glassware, hot ovenware, mi ing bowls, sugar and flour shaker (two pieces to each femme customer), refrigerator box and cover in a set, dishware, pettipoint, cuttery, statues, framed pictures, ashtrays, school companions, classic novels and books (reprints). While some) of the giveaways are shaped for general distribution, the great majority of the gifts are designed and given only to the adult femme customers. And usually only

at night because of the top admission since the cost of the gift makes it prohibitive for matine-price stunting. In most houses, however, the matinee customers may get the giveaway if they plank down the evening admission price.

Some 200 houses in the city of Chicago have already rejoined the giveaway parade and more are being added daily due to the ever-widening circle of competition. Result is that the exhibs are once more talking of 'getting together' to kill off the stunts as being inhineal to good exhibition, but indications are that this is still just talk, with each exhib afraid to drop the giveaway for fear that his rival around the corner will continue tossing the dishes into the laps of the lady customers.

Cost is running as much as 50% of the total admission take in many

laps of the lady ustomers.

Cost is running as much as 50% of the total admission take in many houses, with the gifts costing 40c. and more in houses 20c. and 25c. for their top admission. And where the houses are giving away dish-sets, running from saucers to the frand finale of a huge serving platter, the last item on the list often takes 80% of the vidual admission price which means that a house getting 20c. or 25c, is really a net revenue at the door of only four to eight cents.

cents.

And to top it all, these giveaways are in conjunction with double features these days where it used to be used only with single features. Which is running the expense sheet on some of the houses so high that many exhibitors are beginning to wonder whom they're working for.

Ark. Taxes Bank Prizes

Ark. laxes bank Prizes:
ittle Rock, April 6.
The first remittance to reach,
state treasury under the recentlenacted act taxing bank nigh
prizes, 15% was received by tt
state treasurer last week. Fourtee
theatres i 12 towns contribute
slightly more than \$115.
The money will be credited to tt
state welfare fund.

ARNOLD AGAIN ELECTED

Hollywood, April 6.
John Arnold, for the seventh cosecutive year, heads the Americ
Society of Cinematographers.
Replacement of Don Clark

Teddy Tetzlaff is the only change the directorate of 15.



Right Must Fall

(and so must your house records)

Because M-G-M dares again and comes through with a thrill-hit! Different! Unique! Startling! Nothing to compare with it! And remember this: Robert Montgomery's daring, terrifyingly brilliant new role will steal dramatic acting honors this year! The next BIG attraction from Roaring Leo!



Despite Foreign Films' Current Boom. U. S. Distribs Can't Make Money

Foreign film distribution in the U. S. is undergoing a bit of a boom at present but, say the distribs, it's really a mirage. There are a lot of pictures, a lot of new faces and a lot of new coin but, again say the boys, the coin is all going the wrong way-out.

of new coin but, agam say the boys, the coin is all going the wrong way—out.

It's not all camouflage, either; frequently it's a distinct headache. There are at least three pictures distributed by established foreign film companies during the past year which never even got more than their first New York showing, for instance. There's one French picture which got an opening at the World theatre, in Times Square, and was deemed by the trade a good commercial subject.' It had already rolled up attractive grosses in its native France. Distrib got up a lot of nice literature and began a nation-wide campaign. About 18 months have passed and he still hasn't a single date for the picture; not even the smallest arties want it. There's another picture which got a New York first run at the 55th St. Playhouse about a year ago. This was handled by a different distrib and the New York dailles liked the pic. A college in New Hampshire booked it for a one-day showing at \$15. That's all the booking it ever got.

And so it goes, but new distribs and new coin keep popping up. Answer being that it looks easy. In order to produce the cheapest film locally, an outlay of about \$100,000 or so is needed; whereas a "Maedchen"

order to produce the cheapest film locally, an outlay of about \$100,000 or so is needed; whereas a 'Maedchen or so is need in Uniform' Uniform' can be bought (as it as) for \$8,000 for the entire U. S.

was) for \$8,000 for the entire U. S. rights.
What the lads who buy the pictures, or invest in 'em, don't seem to realize is that there aren't many 'Maedchens' around. Thus 'Maternelle,' two years ago, was one of the best click French pictures in the U.S. market. It got a lot of critical attention and an exceptionally high number of bookings. But the distributor wound up with a lot of clippings, a lot of back-patting—and in the red.
What the stiffs-on-the-sideline-with-big-eyes don't realize is, the outlay involved. Admitting that costs very little to buy an average European film that's only the beginning. Picture generally involves about \$\$0.00 for guarantee against rental percentage, Duty and shipping often eats up \$500 and about \$1,000 is the average cost of a set of super-inneed European favile, titles. If the titles

the average cost of a set of super-imposed English titles. If the titles

the average cost of a set of superimposed English titles. If the titles
are good, of course, or extra-carefully done, this comes to more.

Then the film is presumably ready
to be shown and the only market
available—at first—is_arties. If the
picture clicks in 'the arties it generally gets its money back. But the
distrib has to be careful. He musn't
have too many prints made or spend
too many prints he does, he
finds himself in troublib be does, he
finds himself in troublib be does, he
finds himself in troublib be about the
prears—but there are less than 100
available playdates, nevertheless.

Occasionally the picture is a real
click in the arties and gets circuit
booking. Such a-break really means
a nice coin return. That has happened exactly four times in the past
six years, and there were an average
of 275 pix per year imported during
those six years, or four out of 1,100.
And in one of those four cases the
distrib got so excited that he ordered
20 prints, a lot of press books, trailers and a couple of trade paper ads—
and wound up losing money.

TITLE CHANGES

Hellywood, April 6.

Metro's final tag on Don Marquis'
The Old Soak, 'starring Wallace
Beery, is 'Good Old Soak.'
Last Year's Kisses, preparing at
20th-Fox, has been retitled 'You
Can't Have Everything.'
The Great Bambini' is new tag
for 'The Ascending Dragon,' which
B. P. Schulberg is making for Paramount.

Paramount's 'Exclusive' becomes 'Things Began to Happen', 'Escape From Love' at 20th-Fox, shifts to 'I Will Be Faithful.'

Largo in B Flat

Hollywood, April 6.
Producer entertaining a visiting publisher grew soft with delight over the big way the publisher was taking the producer's borrowed wit as big

ducer's borrowed wit as big time comedy,
'You're a marvelous audience,' said the producer. You give my B gags bigger belly-laughs than my own stooges give them.'

His own stooges rocked in the aisles at that one.
'Dont kid yourselt,' countered the publisher. 'For your B gags you hawn't heard anything from me so far but B laughs.'

RUBBERNECKERS UP R. C. TOURS' GROSS

Easter vacation throngs in New York this past week shot up attendance at popular tourist tour spots such as National Broadcasting's studio tour and the N. Y. Museum of Science and Industry, also housed in RCA building. Latter reported Easter week business to be 45% ahead of comparable week last year, with total of 22,193 paid admissions. Museum now is running 67,000 ahead of attendance mark in 1936, NBC's studio tour (with higher admish fee) reported paid attendance of 25,669 or approximately 70% ahead of similar Easter week in 1936, This tour had March business that was about 104% higher than the same month last year, with 44,496 paid admissions recorded last month. Easter vacation throngs in Nev

CONTRACTS

Hollywood, April 6.
Walter Catlett, celebrated his 40th anni in the show business by having his option picked up, at 20th Fox.
Warners lifted option on Pat. C. Flick's writing contract. Studio placed Robert Buckner under similar pact.

placed Nobel (1) and pact.

Darrell Ware, 20th-Fox writer, received option pickup.

Michael Jacoby, recently a writer
at Warners, now at 20th-Fox under

at Warners, now at 20th-Fox under contract.
Hal Roach lifted options on Jack Jevne and Rosina Lawrence: George Seaton and Robert Pirosh drew new writing beat at Metro. George Oppenheimer handed new writing termer at Metro.
Radio lifted option on Les Goodwin, shorts director:
Mervyn Leroy for second time lifted option on Collette Lyons.
Emanuel Cohen (Major Pictures) signed Leo C. Rosten, who writes as Leonard Q. Rosis, to a termer, starting in May.
Richard Arlen sigged a termer at Columbia.

Columbia.
Lucien Ballard, Columbia cameraman, had his contract extended for

man, had his contract extended for year.
Frank Strayer optioned at 20thFox. Studio likewise lifted writs on acting contracts of Robert Kent and Sidney Fields.
Gladys Lehman sigged term writing contract at Columbia.
Jack Townley pacted at Republic for one picture writing-directing deal.

for one picture writing-directing deal.
B. P. Schulberg tagged Austin Parker to a writing covenant.
Paramount picked up option on Fred MacMurray's contract. Studio also renewed contract of Anthony Quinn, actor.

CENSOR IN VARIETY CLUB

Columbus, April 6.

Columbus, April 6.

Theatre men here tooks an 'enemy' into camp last week when Roy Reichelderfer, head of the state eensor board, accepted an associate membership in the Columbus Variety Club. At the same time Gov. Martin L. Davey was made an honorary member of the Variety Clubs of America

America.

The new members were taken in at a dinner Tuesday (30) in honor of L. C. Goldsol, 'dean' of the Variety Club.

Herbert Arthur Klein, of Paralmount's publicity department, and Lou Heifetz sold their original. Twins For Her Majesty, 'to Metro. Philip Wylie sold untitled original to Metro. Studio also bought screen rights to stageplay, 'The Umbrella Man.' Strictty Accidental,' original by Richard English, taken by RKO.

Screen Guild.

(Continued from page 2)

Kenneth Thomson, executive secretary, who is reputedly influential in California labor politics, came cast for the meetings between the producers' committee and the International unions, but received a cold shoulder at meeting headquarters. SAG claims 5,000 members. Producers are refusing to talk to SAG but not, it is explained, because actors want a closed shop.

SAG Angle

SAG Angle

Among other things, it is pointed out that the SAG, for any other group seeking recognition under the basic agreement, first must obtain approval of the Labor Group, from which camp recommendations: are made to the producers' committee. Latter cannot discuss inclusion of any union organization obviously union that the Labor Group has passed on any union organization obviously uniti the Labor Group has passed on applications. Thus, the SAG-is still out in the cold so far as negotiations direct with the producers are concerned. This would also apply to the draughtsmen, hairdressers, make-up artists and art directors, which workers, as a group, are attempting to tie themselves to the Painters. Because of the fact the producers cannot see what connection or relations these workers have to the cannot see what connection or rela-tions these workers have to the Painters, the latter are still out. The Brotherhood of Painters 'interfia-tional was signatory to the agree-ment of 1932, but withdrew because of refusal of the producers to let the union carry other classifications in with them.

union carry other classifications in with them.

At the sessions just endigd the Labor Group recommended the reinstatement of the Painters Union under the basic agreement as it stood in 1932. Producers agreed to this but the Pat Casey committee was subsequently informed the Painters rejected this offer of return on the old basis, although they would now be receiving the same 10% increase that has been voted to the others. This 10% boost is agreed upon for the International Alliance of Theatrical Stage Employees, the United Brotherhood of Carpenters & Joiners of America, International Brotherhood of Electrical Workers, and the International retherhood of Teamsters, Chauffeurs, Shabueren & Fleipers, Chauffeurs, Shabueren & Fleipers, of America. About 45,000 employees are involved, figordssectioning to approximately \$3,900,000.

Painters Can Come In

Philly Exhibs Resolve to Oppose Pix Sales Drives, Also Shorts

Dr. of Shorts

Hollywood, April 6. Sam Katzman, head of Vic-tory Pictures, is turning over his studio, technical crew and his studio, technical crew and other facilities when his own company is not in production, to J. Farrell MacDonald for use in connection with shorts which the University of Southern California class are making.

MacDonald is the class tutor.

Coloring 'Grand Canvon'

Hollywood, April 6. Crew of technicians, headed by A. M. Chappereau, from the Keller-M. Chappereau, from the Keiter-Dorian color photography company, have arrived here to make pre-liminary arrangements for the pro-duction of Grand National's color feature, 'Grand Canyon.'

feature, 'Grand Canyon.'
Although the picture will not go
into production until Richard A.
Rowland, producer, completes the
James Cagney film, 'Dynamite,'
background shots and other scenes
will be made now in the Grand Canyon and in the wild flower fieldsnear Bakersfeld. Entire picture will
be made on location.

studios and Warners has asked for police protection, nothing is known here of strike intention by painters, though admitted this can happen.

though admitted this can happen. No difficulties are envised, with respect to the laborers of which there are over \$,000 working in the studies. Of this number, however, less than \$50% are organized as members of the Utility Workers Union. One of the troubles with the laborers is understood to be the fact that unions in that field are aghting among themselves, complicating the situation for, the studies. —

Further meetings on laborers and aminor details under agreements reached, have not about the studies of major broducing companies met with the Casey committee and the International heads in obtaining speedy major settlements. Union

totaling to approximately \$3,000,000.

Painters Can Come In As the situation stands now, the Painters can come in at any time under the basic agreement, at a 10% increase, as long as demanded added classifications, including draughtsmen, hairdressers, etc. are not; included. While there is apprehension on the Coast painters will call out their people presently working in

Philadelphia, April 6.
Loud squawk against the weekly
payment plan on shorts was let loose
here this week by board of managers of United Motion Picture Theatre Owners, indie org. Bunch voted
unanimously to ask all members to
sign pledge refusing to ink pic contracts which call for weekly payment.

Board advised members to slow on signaturing termers for next year at this early date. Ordered pens kept in pocket until org gives fur-

kept in pocket until org gives fur-ther say-so.

With every distrib in town run-ning a 'drive' for somebody or something, indie group went on record against such selling measures. Said it is 'unalterably opposed to these drives as they are not to the best interest of the exhibitors or healthy to the industry.'

All avalances are surphysic cales.

healthy to the industry. All exchanges are pushing salesmen to limit to cash in on tail of season by grabbing off early dates and getting exhib to increase load. Among drives are United Artists' (George Schafer (national sales manage.) Drive', RKO's Frank McNamee (local manager) Fifth Anniversary Celebration', Columbia's Möntague Sweepstakes', Republic Salesmen's Contest—Help Your Exchange Win', Hollywood Pictures' John Golden (local manager) Drive' and Fox's Edgar, Moss 20th Anniversary Celebration.

Kiddie Cartoon Shows Click in N.Y.; 8G Take

That fifter is a distinct market for special kid film programs is indicated from an experiment in New York last week, Gibbert Josephson, indie exhib is the experimentor, having tried his stunt at the Ambasador, N a legit house just off Broadway, N a legit house just off Broadway, N a legit house just off Broadway, N a legit house just off Broadway.

bassador, N. Y., a legit house just off Broadway,
Using a single unit portable equipment, Josephson booked a number of cartoon and other shorts, plus a couple of radio 'names' from kiddie programs, such as Uncle Don, ct al. House was on a special 10-day Easter week rental, with gross scaled at 25-35c. Two shorts were shown, then the stage act, followed by more shorts.

Week ended with a total b.o. take of approximately \$8,000, while all expenses, including salaries and rentals, came to approximately \$4,200.

Josephson also uses a kiddie program of the sort for special Saturday matinees at the World, on West 49th street, N. Y., which he operates reg-ularly. This was his first attempt of the idea on a wider scale.

RKO's \$1,193,000 Buy Of Palace, Rochester

Of Palace, Rochester
Rochester, April 6.
Palace theatre, 3,500-seater, built in 1926, has been sold to RKO interests, present lessee, for \$1,193,000. Sale made by the Banorge Corp. representing the University of Rochester and the Libanus M. Todd estate, to the Rochester Palace Corp. subsidiary of B. F. Keith Corp. and RKO Corp. of New York. Transaction called for payment of \$353,000 and assumption of \$840,000 mortgage held by the University of Rochester. Purpose of the deal is to liquidate the Todd estate.

The Palace was built on the site of the old Gordon theatre, bought by George Eastman at the time of building the Eastman theatre to eliminate competition in the first run field, He presented the site. along with the Eastman, Regent and Century theatres to the University, and the University joined with the Todd interests, which owned an adjoining parking station, to build the theatre.

Husing on Par Newsreel

Ted Husing, Columbia Broadcasting's sports announcer, is being considered by Paramount newsreel for a commentator spot similar to Clem McCarthy's with Pathe News, Parhas had no particular big-name spicler recently and is understood to be opposed to leaving news commentation in the hands of one announcer for its newsreel. In recent months, the newsreel has had a months, the newsreel has had a variety of voices depending on the subject matter.

Husing already does a Broadway series for Par release.

Are Binyon's Cheeks Red?

Or All About That 'Met Him in Paris' Location Jaunt to Idaho

Hollywood, April 6.
Claude Binyon, original author of 'Tee A-Muggin' when on Vantery's Chicago staff and for a flock of years now an ace script-surgeon at Par, where he's spliced to Wesley Ruggles as the company's most successful writer-producer unit, is still, for all his opulence, a mugs.

Life mag caught him with his skis apart up in Sun Valley, Idaho, where the Harrimans are trying to pull a railroad out of the red by manufacturing a winter resort with the best features of Lake Placid, St. Moritz and Lillehammer. Norway, He was up there with the 'I Mel Him in Paris' company on location, the script he was doing for Ruggles, Paramount and Claudette Colbert, who didn't like it in the first place. The days ran into weeks and the weeks into months. First there wasn't enough sum. Then there weren't enough sum. Then there weren't enough sum. Then there wasn't enough sum. Then there wasn't enough sum. Then there weren't enough sum. Then there weren't enough sum. Then there wasn't enough sum of the lil and injured list. Prattfalls were more common along the ski jumps, skating rinks and bobsled runs of Sun Valley, than in an old Mack Sentit the sum of the remark of the trapped into a sking costume. A candid camera caught him as the 'worst skier in Sun Valley, though in the flash act he puts on with it bolk out all the bumps, bruises and charlie-horses which the various Viking sports manufactured between sunrise, when there was a sunrise for four bucks. Price anotaed

ing rinks and bobsled runs of Sun Valley than in an old Mack Senett comedy.

The outdoor swimming pool surrounded by snow and heated by a natural hot springs couldn't quite boil out all the bumps, bruises and charlle-horses which the various Viking sports manufactured between surrise, when there was a sunrise and sunset.

The hotel lobby did a heavy play

Private Screenings

Continued from page 1).

It was then they do rent 'em. Not unusual, according to the dope, for a Wall Streeter to spend \$600 or so for a pic for just himself and his family to .o. in the living room after dinner, and likely as not pair will sit and chatter all during the screening, only occasionally glancing at the film.

One such gent, who rarely misses at least one private showing a week in his home, always remarks that the ic is lousy' even though he never looks at it more than two or three times during entire screening. Adolph Lukor, Harry M. Warner here is lousy' even though he never looks at it more than two or three times during entire screening. Few of those who rent pix show them to big parties. Nearly always life for themselves or five or six inner guests. Occasionally, Long Island residents screen pictures on the lawin as a hypo to swimming parties in their private pools. At screenings are of current faves.

Biggies, it appears, don't like goin to film-houses or mixing with the hoi polloi. There's a steady deman for old pix that this type of 'ex-clusive' film fan missed and hear praised or wants to gander again.

Maxwell-GB

(Continued from page 3)

day) from New York. He is on his way to Paris for his company's convention in the French city but also is expected to spend some tim London considering the local situation at close range.

Ken's firm and Metro are understood to have been profiered a bid of \$7,000,000 or upwards for their joint holdings in G-B, and it may well be that this matter may come to some conclusion during Kent's stay on this side.

stay on this side.

Understood here that, when Kent arrives, John Maxwell will get his \$3,000,000 back. He put that sum into a stock purchase of G-B on the understanding that 20th would also sell him its share of the company, but 20th-Fox will not sell. Feeling here now is that the prospects for a

Kent sails today (Wednesday) for London, with Walter Hutchinson, 20th Century-Fox Film foreign chief-His version of it is that he's going over to attend the 20th European convention in Paris next week. But, of course, he'll admittedly look over the G-B situation.

Press Accord

(Continued from page 5)

to 500,000, is attributed by trade leaders to failure of picture companies to supply the needs of editors. So-called yarns in press sheets arrated virtually useless unless rewritten by the exhi itor to remove the publicity taint. Because few exhibs take the time to do this or are unable to do so, this materi deemed a wholesale waste.

Can't Be Bothered
With communities of thi majority of publicity releases in great volume also generally the waste basket without being opened. Reason is obvious. Staffs on the smaller dailies are not adequate enough to wade through the material. Only solution for cities of this type, where editors realize the reader demand for film news and have the space, is for exhibitors to glean fresh material from the tr papers or take time out to fresh slant on a publicity story that it will be acceptable for pulication.

In cities of around 1,000,000 population or more the publishers have

ation In cities of around 1,000,000 popu-In cities of around 1,000,000 population or more the publishers have limited space and must depend on. news syndicates and press associations for matter to dress up their theatrical pages. Here the dailies have an adequate staff, but aver they do not receive the type of text that warrants publication. With these papers dumping of publicity letters into the basket is a matter of routine.

routine.

Because of either staff or space limitations, all important dailies more and more are coming to depend on press services and syndicates for their material on pictures cates for their material on pictures and the industry. It is strictly a matter of individual enterprise on the part of various companies to see that their product, staff shad production methods get a break with these outfits. That is the 'onirion of leading trade observers. who claim that extremely few of them do, but through no fault of the syndicates and press organizations. nd press organizations. Reviews

Reviews
With reviewing of films, new obstacles have been tossed in the way of pictures getting a fair deal, according to trade association moguls. stacles have been tossed in the way of pictures getting a fair deal, according to trade association moguls. With the decline of the legitimate stage, many play reviewers have been transformed into film critics. Either that or they have gone over to picture reviewing because the job pays more. In both instances many of them feel that they have been demoted or unconsciously are inclined to look down on screen productions. Result is that a series of unduly severe criticisms follow. In a way, it is a matter that can't be remedied on a wholesale scale, but one that must be left to various exhibitors to fight out. Reviews in press sheets are so biased about the merits of each picture that few editors will even consider touching these glorifications.

Radio-Minded Publishers.

Radio-Minded Publishers.
While industry chieftains continue to see no particular reason for newspapers charging the picture houses a rate two and three times that of merchants and other linage users, only new talking poi to develou recently has been a comparison with radi Even here the exhib sometimes must encounter publishers who have become air-minded to the extent of having their own radio stations.
Old argumentative angles sports, particularly baseball football, get full pages or whole

Old argumentative angles sports, particularly biseball football, get full pages or whole ti of live news and seldom, ever, advertise, continues to fall on deaf ears. But the Hays or ization never has taken a determined stand on this subject, feeling that more could be gained by persuasi or by advising individual exhi in specific localiti as the differ in each case.

But the free space given to radi programs, comments, advance blurbs and reviews look to be an opening wedge in conversations tending toward a better understanding. Chief talking pol of course, is that radio

toward a better understanding. Chief talking poi, of course, is that radio is competing with firms that might well be using the newspaper columns for adverti ing while picture theatres, in recent years, have no such int.

Philip Merivale says: "My throat's grateful for Luckies -a light smoke"

"In one of the first important parts I did in America, the play called for a long and very trying individual performance. In every scene for five full acts I was on stage talking almost continuously. The strain made it imperative that I safeguard my throat and voice. After trying different brands of cigarettes, I came across Luckies. They stood the test and for many years now I've enjoyed them. I like the taste of Luckies and my throat is grateful for a light smoke."

Philip Merivale

An independent survey was made recently among professional men and women-lawyers, doctors, lecturers, scientists, etc. Of those who said they smoke cigarettes, more than 87% stated they personally prefer a light smoke.

Mr. Merivale verifies the wisdom of this preference, and so do other leading artists of the radio, stage, screen and opera. Their voices are their fortunes. That's why so many of them smoke Luckies. You, too, can have the throat protection of Luckies-a light smoke, free of certain harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on the throat.



THE FINEST TOBACCOS-"THE CREAM OF THE CROP"

A Light Smoke "It's Toasted"-Your Throat Protection

AGAINST IRRITATION—AGAINST COUGH

Copyright 1937, The American Tobacce Company

Film Reviews

("The" Lattle Schemer") (GERMAN MADE) (WITH SONGS)

	e of Paramount Pro-
Tatuacted by	Carl Rosse. Btory DV:
Ropert Wilbert, Darling	N. Y., week March
26. '37, Running tim	o 24 ming
26, '37, Running tin	Dolly Heas
Annelte	Moneld Doulean
Bob	Harald Paulson
Der Braeutigam	Betty Amann
Gwendolyn	Betty Amann
Tin Teachandleb	Hans Deppe Olga Limburg
Cole Consella	Olga Limburg
The Winterly	Julie Berda.
PEGS. A SCHOLIST	

(In German, No English Titles)

(In Germin, No English Titles)
Paramount produced this romantic comedy with incidental music early in 1939 before the Nazi regime. Film has some slight bit of merricular the list of the control of the

Tobls Cl	nema release of Fanal-Tobic
Europa , ni	oduction. Directed by Ericl
Wanchmeck.	Script, Rolf Meyer and Kur
Watter, mi	asic. (Jeorg Hentschel: camera
Friedel Be	hn-Grund. At Tobis Tauntzie
and Alham	bra, Berlin, March 18, '37. Run
ming time.	98' nius. Schonborn va Tinschman
Wilhemine.	Schonborn va Tinschman
Jette	Grethe Welse
Pauza	Marina v. Ditma
Fritz Barse	h
August ,	Ernst Waldon
Bankdirecte	of Paul Westermeie
His wife .	Annemarie Steinstec
Count Opal	la Kurt Meise

PARK AVE. LOGGER

(Continued from page 15)

Howard's fault that Tark Awenue
Logger fails to shed sparks. The
Logger fails the
Logger fails to shed sparks. The
Logger

and she goes off with him to give the eastle and his sold man the onceover.

Meantime, the theatre being on the verge of bankruptcy, the director persuades wives and police to welcome Jette back. Fritz is skipped of the back. Fritz is skipped of having found and schotting, and the school of having found and schotting, which brings the wanted reaction. Jette, the darling of Berthin, returns to her public and Fritz.

Viktor de Kowa gives a charming and competent performance as Fritz. Under the direction of Erich Waschneck a snappy tempo is set, which de Kowa and Weiser keep going to the final clinch. Femme lead wears very attractive consumes, which give her a chance so show off a good-looking pair of gams. Her wooked as a produced the part of the pairing is not just a flash in the pairing is not pair the future.

BEDZIE LEPIEJ

("Happy Days")

("Happy Days")

("POLISH MADE;)

("POLISH MADE;)

("WITH SOMGS)

Folish-American refrace of Penlis (Warsaw) production. Stars Secreptio and Tonko. Directed by M. Wassynattiepy. Schoolcher and L. Starskil. Music by H. Schoolcher and L. Starskil. Music by H. Schoolcher and L. Starskil. Music by H. Schoolcher and L. Starskil. Julian. At the sing stime. 37 mins. Musch. 27, 837. Russing stime. 37 mins. Musch. 27, 837. Russing stime. 37 mins. Musch. 27, 837. Russing stime. 37 mins. Musch. 27, 100. Minnitzanka. Wanda Loda Mienitzanka. Julian. Aiselusunder Zahoxynakl. Bullan. Aiselusunder Zahoxynakl. Bullan. Manidaw. Stellankl. Basis. Wanda Zawiszanka. Basis. Wanda Zawiszanka.

cast managed, but little more. Supporting troughers are extremely still and stilled in the main.

The excitement inherent in the story should have been stirred up a bit for more gripping effectiveness. Direction very cook of the camera work on the whole is excellent. Print caught was very clean.

Die Goettliche Jette

(The Divine Jette)

(The D

SEARS BACK, WB TO SET CONV. PLANS

PICTURES

With neturn to New York yester-day (Tues.) of Grad Sears, Warner general sales manager, discussions will be held with respect to setting this year's convention plans. It is likely that an early sales conclave will be held for announcement of the 1937-38 program.

Sears stopped off at San Annoln on his return from the Coast, while Charlie Einfeld, who was out there with him, came direct, arriving Friday (2).

almost devoid of passers-by. Those street soenes are rather fantastic from that standpoint.

The music socidental but shythmic with the peculiar plaintiveness of the Poles, and the singing is uniformly good. Interiors are interesting, especially of the heroine's home wherein visitors after walking upstairs to the front door then start downward agent to reach the drawing room. The factory scenes are about as fanciful in character. Nothing unusual in the camera work.

LAW OF THE RANGER

		Secretary No.	5.3	2.00
Y Colui	mble pr	າຕັນວະກິດກາ	and rel	euse. Star
Bub A	Nen: fer	Marina - 407	aine She	pard, John
Mertor	T laH	alisterro	Directe	d by Spen
cer Go	orden Be	ennett fr	om stor	y by Jess
A. Du	ffv and	Joseph	Leverin	g; camera
James	S. Bro	wn. Jr.:	sound.	Tom Lam
bert'	I' rotife	wirht C	n ld well.	At Kiva
Lincol	n dust.	Rummir	g. time.	68 mins. Bob Alle
Bob .			A	Bob Alle
Evelyr			Die	ne Shenar
Nash				hn Merto
Wally.			Hal	Talleten
Polk			L	ate McKe
Pete			T	om Londo
Statio	7 199		- The ries	. Whitteke
Zeke			Er	nest Adam e Chandle
Wille	ms		Lan	e Chandle

Kids are getting to know Bob Al-n's always a ranger lately. Quick is he comes riding into the film they all lean back, know the law as landed and the situation is well a hand.

in hand.

This is average western fare, John Merton trying to be dictator of water rights in a prosperous western valley and harassed by Lafe McKee's newspaper. He plugs McKee's newspaper, He plugs McKee's come around to see that homesteading is according to Index.

Merton plays the toughie akay, and Bob Allen's more nearly all right this trip, though still a gentleman in rough and tumble fighting. Barn,

DARO' UN MILIONE ('I Will Give a Million') (ITALIAN MADE)

Nuovo Mondo reissase of Novello I production. Stars Vattorio De Sitca. Assia Noris. Directed by Marto Came From story by Gesare Zawastini and & Called De Company of the Co

Gold	Wittorlo De Sica
Anna	Assia Noria
Blim	Luigi Almirante
Primerose	Marle Gallina
Magiclan	Trance Coop
Primerose's wife	Gemma Bolegnesi
Beggar	

(In Italian, No English Titles)

The remain, NO English Titles)
Fair romantic omedy results from gingling treatment of an excellent story. Production is slighted and inept, editing is clumsy and photography uncomplimentary. But the story and some of the acting save it from complete fizzle. Has rich possibilities for Hollywood remake. In its present shape it's se-so material for Italian audiences and offers little to others.

his present and offers little to others.

Millionaire announces he'll disquise himself as a beggar and will donate a million to anyone who does an unselfish act in his behalf. As no one knows which hobo is really the millionaire, every one in lown goes overboard with generosity to the tramps. Practically tear each other to bits for the privilege of befriending every burn in sight. All sorts of comic possibiles offered in that stuation, one being the respectable, but shabily dressed gent who hits the roof whenever anyone offers him charity.

All sorts of comic possibites of cred in that situation, one being the respectable, but shabbily dressed gent who hits the roof whenever anyone offers him charity.

Millionaire meets a circus girl and romante develops. Plenty of dizzy comedy when the assembled hebos are given open house at the circus, with heavy banquet included. Millionaire finally realizes the girl long the reality believes him a bergar, isn't interested in riches and loves him for himself. He reveals this identity to her, while a hobo, posing as the millionaire in disguise, throws a party for the other down-and-outers, and Hollywood's declaration of the control of the contr

Detroit Strike

(Continued from page 7)

would be sent through the mails, but the situation cleared before this was cessary.

necessary.

Return booking of 'Boy Meets Girl'.
(legit) was cancelled two hours before the curtain time Weel, 4183, its local one-night stand, when the company ran into a truckdriseers' strike and was unable to get its seenery from the railroad. No way of spreading the word at that how except by radio, and Raymond N. Harris, manager, had to turn them away at, the doors. Many couples came from towns over a 200-mile area on the Eastern-Shore. Each did an individual burn at the box office and had to be told the whole story in person.

Frank M. Pappa, president of the stagehands' local, said his union was ready to work and was not respon-sible in any way for preventing the performance.

Picture house biz apparently un-affected by the strike.

Reinstate Empire

Mayor's Survey oard on Motion Picture Dispute has re-quested that members of the Empire State Operators' Union, discharged from theatres of the Independent Theatre Owners' Associa-tion, reinstated jobs Sam A, Lewisohn, chairman of the board, announced.

The request was made in a lette addressed to Joseph Basson, president of Local 206 of the international Alliance of Theatrical Stage dent of Local species are marriage tional Alliance of Theatrics Species Employes and Harry Brandt, press-dent of the Independent Theatre Owners Association and signed by Messers Lewiseon, Howard S. Culli-man and William Collins.

FILM ENGINEERS PREP FOR L. A. MEET IN MAY

Hollywood, April & Fretiminary plans for the 1937 Spring convention of the Society of Motion Picture Engineers at the Rossevelt hotel, May 24-28, been made by K. F. Morgan, exec of the Electrical Besearch Enterprises, Inc., and chairman of the Pacific Coast section of the organization.

Pacific Coast section of the organization.

Officers and committees, function under S. K. Wolfe, prez.,

W. C. Konzman, convention vice-prez.

J. I. Crabtree: editorial v. H. G. Tasker. pagt prez: G. Rackett, exce v.p.; G. E. Mathhews, chairman, papers committee; Lungman, E. B. Geib, S. Harvis and C. W. Handley, registration committee.

Luncheon for members; families and guests will feature opening day with a banquet and dance skeded for May 26.

Metro's Own Color Cartoon Dept. West

Metro installing its own color cartoon dept, to turn out own shorts when the Harman-Ising contracts run out next year. Organization is taking shape with first series of 13 cartoons soon under way.

Fred Quimby says it will be an entirely new idea in cartoons and will be announced in detail at the Metro convention here.

RIN, JR., IN CANADIAN PIC

Hollywood April 8.
Latest Hollywood actor to go
British is the quadruped Rin-TinTin, Jr.;
He has trained to tetoria B. C.,
for six weeks work jn an English
picture being shot in Canada.

New York Theatres



PARAMOUNT TOTAL

WAIKIKI WEDDING with BING CROSBY

-ON THE STAGE-EDDIE DUCHIN AND HIS ORC AUSO CALGARY BROSS, NEILLA GOODELLE

"HISTORY IS MADE AT NIGHT" UNITED RIVOLI BYWAY AT ARTISTS RIVOLI BYWAY AT

ROXY SEATS 25 TO

"Soldier and the Lady' On the Stage

LAMBERTI-GWYNNE 4 CO.

CAPITOL EDDY MacDONALD "MAYTIME" "KABLOW-TAYLOB REONAL PROPERTY"

BILL PEIRCE TO MONO

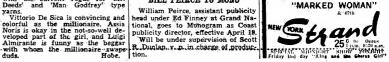
SAIR PROPERTY GRACE MOORE "When You're in Love" VAUDEVILLE TED LEWIS & ORCH.

RED-BLOODED ADVENTURE: SILENT BARRIERS with MROHAND ARLEN, IJLLI PALMER,
ANTONIESTE CELLER, BARNY MACKAY
AND MORNING TO CELLER, BARNY MACKAY
AND MORNING TO THOUSAND
THE TO THE TH

ASTOR
Bway, at 45th St.
All Seats Reserved

RADIO MUSIC HALL "OUALITY STREET" Spectacular Stage Productions

SAT. 9:30 AND BETTE DAVIS "MARKED WOMAN" & 47th





CBS SPIELERS, DIRECTORS IN N. Y. GUILD; CHICAGO UNION MOVEMENT IN ABEYANCE

Petrillo's Refusal to Step In Opens Door to A.F.L. Vs. \$1,000-a-Wk. Vs. Trouble C.I.O. Controversy-Sustai ing Conditions at Labor's Own Station, WCFL, Cited in Chi by C.I.O.

Meeting was held Monday night:
(5) at CBS in New York as the result of which Roy S. Langham, a production director for the network, called upon Edward Klauber, top v.p., on Tuesday and presented a plea for employes. Four points—recognition of organization, maximum hours, mi imum pay and 'arbitration of other dissatisfactions'—were laid down by Langham, acting as 'president' of the American Guild of Radio Announcers and Producers. of Radio Announcers and Producers.

Langham declined to name to

VARIETY the other officers of the

Vantery the other officers of the Guild.

Klauber informed Vantery Tuesday afternoon that Columbia wouldeal with the Guild, if and when some evidence of a reasonable character was established to convince the management Guild was representative. Both sides deprecate any company union int. Langham claims to have behind him the overwhelming number of CBS production employees, omitting the five spielers who are classified as artists, Ted Husing, Paul Douglas, Bob Trout, David Ross, Andre Baruch, These five have special contracts with network.

Langham further states that the Guild is not affiliated with any like body at NBC nor with any other outside body. No union of this kind exists at present. Actors Equity Assn. apparently is not concerned in any way.

. April 6.

Internal dissension may disrupt the unionization of radio actors and announcers here before the movement nouncers here before the movement gains much headway or comes out in the open. Following the refusal of James C. Petrillo of the Musicians Union to accept an invitation to or-ganize the broadcasting talent there has been a good deal of restaurant table conversation about the next or-

table conversation about the next organizational procedure.

A.F. of L. versus C.I.O. is the point now up for discussion. While respecting Pettillo's reputation for getting results and his skill in organizing now that he has withdrawn the A.F. of L. connection is apparently less attractive to part of the group which has been doing the behind-the-scenes agitating for unionization. Weakness in the A.F. of L. partisans' case, from the C.I.O. advocates' viewpoint, lies in the example of Station WCFL here, which is owned, controlled and managed by A.F. of L.

Station WCFL nere, which is owned, controlled and managed by A.F. of L. organized labor, but is rated by talent as among the worst offenders in the matter of talent abuses and non-pay-

Labor's Example

Labor's Example
Why affiliate with or get excited about A.F. of L. if the labor station itself sets such an example, the C.I.O. boys are ing. Also recalled and used as an argument is the crack-down Petrillo himself pulled on WCFL a year or two ago when musicians' rules were found unobserved. Latest allegation hurled at WCFL

'Popeye' Going Into Big Coin—\$5,000—So Wheaties Is Hedging

Return of 'Popeye the Sailor' to the radio next autumn is uncertain as far as its former sponsor, Wheat-ies, is concerned. King Features is ies, is concerned. King Features is demanding a push-up on royalty rights from \$2,000 weekly to \$2,500. This means the program, a kid show for kids, will hit around \$5,000 weekly in production cost. Sponsors gulping hard at that. Rohrabaugh & Gibson, Philadelphia, is

baugh & Gibson, Philadelphia, is agency.

'Popeye' cost. \$1,500 weekly first season but second year saw boost to \$2,000. Program washed up for season couple weeks ago. It was a three-a-weeker.

Air Spieler Screen Tested Carlton KaDell, announcer on the Helen Broderick-Vic Moore "Twin Stars" program (National Biscuit) on CBS, has been screen tested. By Warner Bros.

concerns way in which outlet is using sustai ing programs to plug commercial accounts, in neither performers nor writers being paid.

Specially, the station is reported to have acquired two three-a-week script shows, 'Raspberry College' and 'Under City Skies,' on a sustaining basis, which means all actors and writers work for the opportunity of going on the air, only. Subsequently, actors and writers were told that the station had an account which wanted one of the shows, but couldn't decide which, so commercial copy was inserted in each, if the program which drew the most mail after the test presumably to be taken over by the account. the account.

the account.

Plug, which offered a hair tonic sample as a giveaway, id everything but mention the sponsor's name, and, in several instances, was miked by the performers in the script. After being on for a while, the non-paid actors and writers were told that the sponsor hadn't decided yet, so the 'test' would have to run over a longer period. At the present time, it's still going on, and sponsor still doesn't know. in several instances, was miked

now.

Group here who are form the
nucleus of a radio performers' union
re investigating the charges fur-

RCA SCRAM SHRINKS **LORD & THOMAS STAFF**

department of Lord & Thomas' New York office was put through the personnel wringer week as a result of the loss of the RCA Matinee program. All together 30 employees were dropped. Place ment of the show under NBC's wing meant a clip of \$1,200,000 a year in

ment of the snow under NBC's wing meant a clip of \$1.200,000 a year in billings to the agency.

Ted Sisson, who worked on the RCA production, stays with the agency. He had been with L&T for almost a year. Though the axe passed over him, George Corey, who did the RCA program's scripting, has handed in his resignation, effective this Friday (10) so that he can devote himself to the revamping of a play. The Valley, on which william A. Drake has taken an option for Broadway production. Corey, who came to L&T from J. Walter Thompson a year and a half ago, is also under assignment to do one for the Group Theatre.

Richard Carroll was another writer with the RCA show. He is currently in Hollywood on a special task for the agency.

1-Sided, Thinks Levy; **Explains Music Attitude**

Philadelphia, April 6.
Doc Levy, prexy of WCAU, plains why station we't hire union house band, like every other important station in town. It's all a matter of economics, according to Doc. He admits absence of band has caused hire plenty of headaches—but not \$1,000 a week worth of headaches. And he estimates hirring 16-piece orch with arrangers will sock him an even G a week.

He will agree he says, to union

him an even G a week.

He will agree, he says, to union band if allowed to play both sustaiing and commercial. But it's nix
on the stuff if purely-for sustaining
because he'd have use of orch for
two hours a day and he doesn't have
two hours, of sustaining. He denies,
and definitely, any mood to make
contributions to the union, which he
considers a house band to be.

contributions to the union, which he considers a house band to be.

As for matter of Benny Goodman, coming to Earle here May 4, WCAU will use the orch on regular Tuesday night (CBS) Camel program as usual. Powders were in order last week when union edicted that Goodman would have to air from New York, ir from here with WIP pumping and taking and WCAU out, or pay the men double, half going to the Union.

Doc is sure of only one thing—that WCAU is going to use the program and WIP is not. How it's accomplished he doesn't care, but it will undoubtedly be brought about by Goodman forking to the union. Whole problem will be duplicated when Horace Heidt plays here with orch used on Alemite show, also Columbia.

AIR FEATURES WEEKLY **AUDITIONS TO START**

ir Features, Inc., program proir Features, inc., program producing organization for Blackett-Sample-Hummert, will start holding weekly auditions for mike aspirants as soon as it has arranged for a regular auditioning hall. It is figured to devote the entire riday each week for the listening to sing-

each week for the listening to singers, dramatic players and comics.

Sauter, Air Features prez, plans to make available for gratis culling to any advertising agency the talent files developed as a result of these auditions. The service will not put the agencies under any obligation to Air Features.

Joe Carroll quits as p. a. of Con-necticut WPA Theatre of the Air to vend liquor for a New Haven dis-tributor.

Chevrolet Waxes 26 15-Minute Shows: Craig West, Dean East

Chevrolet cut 26 quarter-hour transcriptions in last two weeks at world Broadcasting studi New York. These were to fill time commitments between April 4 and May 20 on 401 stations during the period of time Walter Craig will be absent in Hollywood overseeing the Chevrolet entwork program. Craig handles both web and wax ends of Chevrolet for Campbell - Ewald Agency but with Rubinoff due west for a 20th Century-Fox film producer had to get the waxings sufficiently far ahead to span period of absence from New York.

In lining up so much guest-star talent for the transcriptions at one whack Chevrolet is thought to have used nearly every musical soloist of popular type now prominent in radio but of less than star rating. Featured soloists are rated in the broadcast trade as usually priced around \$300 per broadcast, some blower, some higher. Included (in order of bookings) are:

I Irene Reasley, Patti Chapin, Ralph Kirberry, Gogo Delys, Fray and Braggiotti, Shirley Howard, Phil

Chain Income from Time Sales

h				
		NBC		
	1937	. 1936	1935	1934
January	\$3,541,999	\$2,681,895	\$2,895,037	\$2,391,667
February	3,295,782	2,714,300	2,758,319	2,211,637
March	3,614,283	3,037,873	3,025,308	2,507,890
	\$10,452,064	\$8,434,068	\$8,678,644	\$7,111,194
		CBS		
la la	1937	1936	1935	1934
January	\$2,378,620	\$1,901,023	\$1,768,949	\$1,405,948
February	2,264,317	1,909,146	1,654,461	1,387,823
March	2,559,716	2,172,382	1,829,553	1,524,904
degrego	\$7,202,653	\$5,982,551	\$5,252,963	\$4,318,615
•	M	JTUAL		
		1937	1936	
Janua	ry	\$187,30		*
Febru	lary	202.0	38 152,064	
March	h	212,8		
		\$602,3	\$509,813	

NBC Paced for \$40,000,000 Gross: Columbia 18%, Mutual 10% Up

CBS IN NEW H'WOOD STUDIO BY DECEMBER

Hollywood, April 6 Hollywood, April 6.
Columbia will be in its new \$2,000,000 Hollywood plant by Dec. 1.
Okay from the building commission was received last week. New Frisco studio and transmitter, at an outlay of around \$500,000, will be in operation around May 1.

of around \$500,000, will be in operation around May 1.

Hollywood went on the main line of the network last Thursday (1), taking the feed direct from Salt Lake instead of on the rebound from Frisco. Traffic department has been moved here from the north with Allen Cornack in charge.

Paul Rickenbacker's resignation to join J. Walter Thompson as aide to Danny Danker occasioned two changes on moved the control of the control

join J. Walter Thompson as aide to Danny Danker occasioned two changes on production contact. Glenhall Taylor goes on the Joe Penner broadcast and Bill Goodwin draws the Eddle Cantor show. Jack Dolph, as executive assistant to Thornburgh, will be in supervisory command for the chain on all transcontinentals emanating from here.

CBS Frisco Studios

San Francisco, April 6.

New studios and offices to be built
n the roof of the Palace Hotel for
BS. Four sizable studios and a small one for speakers. Expenditure according to the building permit, in volves about \$40,000, although the youves about \$40,000, airhough the figure quoted to the press in Holly* wood by the webs vice-prexy, Donald Thornburgh, in charge of Coast operations, was several times that

Rumors are afloat that CBS will add the San Jose transmitter, KQW, of the Northern California Broadcasting System, to its network. Raiph Brunton, NCBS manager, has just returned from Washington, where he petitioned the Federal Communications Commission for a power boost from 1,000 to 5,000 wats for KQW. He also sought an increase in the operating schedule of KJBS, NCBS station in San Francisco, which is silent from sunset to 10 p.m. at present. Rumors are affoat that CBS will

NBC is on the way to going over the \$40,000.00 mark in time sales for 1937. What has invariably served as an index for the forthcomi

is includes radio's depression period, is the total for the network's first quarter.

for the initial quarter of 1937 \$10,452,064. The web's income for 1936's first quarter figured \$8,434,068 and the gross on the year was \$34,-

For the past month of March NBC grossed \$3,614,283 and Columbia \$2,559,716. Compared to March of last year these figures represented a 19% boost for NBC and 17.8% for Columbia. Breakdown of NBC's total gave the red (WEAF) link \$2,531,322 and the blue (WJZ), \$3,802,961. NBC in March, 1936, \$6d,\$3,037,873. It was \$3,025,308 the year before and in '34, \$2,507,890. Columbia's March, '36, gross was \$2,172,382, while the previous March gave it \$1,829,553 and the one before that (1934), \$1,524,904. For the past month of March NBC

\$1 524 904

\$1,024,904.
Mutual's gain for March was about
10% over same period a year ago.
Chalked up \$212,861 against \$191,483
in March, 1936.

Chase & Sanborn Talent **Dickering Continues**

J. Walter Thompson agency has J. Walter Thompson agency has about decided to drop negotiations for services of Jeanette MacDonald on new Chase & Sanborn show debuting May 9. Miss MacDonald has volleyed back all offers, as she has always done when approached by radio for other than very infrequent guest shots. Singer also nixes personal appearances.

Agency has now started a icker for Betty Jaynes, 16-year-young soprano, discovered last autumn by the Chicago Opera Co.

Meanwhile, Nelson Eddy has not yet been squiggled for show in fall, yet been squiggled for show in fall,

weathwhite, whether zero has its yet been squiggled for show in fall, either, Baritone is unwilling to commit self, for radio for more than 18-week period, and account wants his services through next season. Eddy dicker, is by no means dead,

Visiting

In New York

Leonard Erickson, CBS, Chica George Bayard, CBS, Chicago. Bill Williamson, Radio Sales,

ago. Harry Smith, WBBM, Chicago. Frank Albert, 2UW, Sydney. Raymond Morgan, Don Lee net-

Bill Schudt, WBT, Charlot H. P. Sherman, WJJD, Chicago

Chicago Wally Husted, WCCO, Mi

waily Husted, WCCO, Margolis, E. K. Cohan, CBS, New York. Paul White, CBS, New York. Joe Marland, WHO, Des Moines, Gene O'Fallon, KFEL, Denver. Don Davis, WHB, Kansas City. William Gellatly, WOR, New Yor Bill Lewis, CBS, New York.

AGENCIES TO INCUBATE OWN

NETWORK SHOWMANSHIP

After five years talk is heard again that the networks would like to regain control, lost in 1932, over their own commercial programs. Trade does not take this wistful notion very seriously. And the networks, if they really do entertain ambitions, have themselves to blame if nobody takes their pretentions, to showmanship seriously.

Out of a cargo of vice-presidents NBC has just one wit creative showmanship as part of his job. CBS has had fewer v.p.'s but scarcely more showmanship. Salesmanship and circulation have ruled the networks so long that the habit is fixed and would take more of a revolution in attitude than anybody thinks probable.

Some of the advertising agencies might be only too delighted to pass back those production headaches. It may be assumed, however, sponsors will have something to say.

Record of the commercial program departments of NBC and CBS in selling ideas to accounts is unimpressive and has been for a long time. Artists' services do a nice enough job piling up commissions from placements of individual artists on programs, vaudeville bills, in clube, betes and whatnot but this is simply brokerage, not showmanship. Moreover it has constantly boomeranged against network showmanship prestige. Network's judgment and the sincerity of recommendations has been repeatedly discredited, chiefly because the commish-hungry artists' services push those whom they have signed up or want to just.

Local stations have a far better average of program showmanship than the networks. In New York WHN produced Major Bowes, WMCA the Good Will Court and Five Star Final, while WOR has been active in production for years. WGR, Buffalo; WKYZ and WJR, Detroit; KMBC and WHE, Kansse Citty, WGN and WBBM, Chicago, KSTP, St. Pauli, WLW, Choy, KFWB, Hollywood; KGW-KEX and KOIN, Portland, WFFA, Dallas; and other local stations have displayed an aggressive brand of program showmanship both more realistic and more impressive than the big webs.

Webs have done fine things in special events. They have even had a showmanly flair in their research and sales promotion. But they have floundered pretty badly in program creation because essentially the big boys appear to regard it as a small side-matter and not as the big thing. Selling time and signing up stations, not building programs, is what fascinates

his a matter of attitude. And until the attitude is changed, the trade will have the networks spotted as utilities; not entertainment factories.

BIG TEN GAMES FOR \$150,000 **PROBABLE**

Chicago, April 6.
While everything is quite sub rosa
there is considerable smoke hovering over the Western Conference (Big 10 football group), and the smoke messages spell the possibility of commercial auspices for the Big 10 football tussles this coming sea-

10 football tussies this commission.

Reported quotation in the deal is \$150,000, to be split into 10 equal portions among the colleges for the exclusive broadcast privileges. Deal would a ctually mean broadcast rights to the games between the conference teams, and would not include games between a conference team and a non-conference college unless okayed by the outside school. Plan is to broadcast the game

Plan is to broadcast the game simultaneously in the two towns insimutaneously in the two towns involved. Thus when Ohlo State plays Minnesota, the sponsor would purchase time on a Columbus and a Minneapolis. Paul station for the play-by-play; when Northwestern plays Michigan, the game would be on a Detroit and Chicago station. With as many on the class Use 100. with as many as five intra-Big 10 games possible at one time, it means that the prospective sponsor would be on 10 stations that Saturday afternoon.

Philadelphia, April 6. N. W. Ayer has renewed contract of last year with WIP to outlet all Temple University football games for tlantic Refining. Nine games, starttlantic Refining. Nine games, sting Sept. 24 and ending Nov. 20.

GRANT RADIO TOPPER FOR GENERAL MOTORS

R. rant, General Motors top ranking sales exec., has personally taken over the supervision of the combine's radio activities. Move in-volves every one of the organiza-tion's auto brands and products, and was made without Grant assuming any special official designation. Under the new setup the various GM units will carry on their broad-cast operations through Grant.

EASY ACES' MANAGER Theatre Man, Old Pal, Moves to Manhattan for Job

Cincinnati, April 6.

Manny Shure, a theatre manager here for RKO since 1890 and at the Albee during past three years, has resigned to become personal representative for the Easy Aces, whom he joins this week in New York. They have been friends since meeting some years back, when Goodman Ace was a critic and Shure a theatre manager in Kansas City.

A farewell inner was tendered Shure Monday (5) in the Variety Citth, 6i which he was second vice-president and a charter member.

Joe Alexander replaces Shure at the Albee and is succeeded at the Palace by Erwin Bock. Cincinnati, April 6.

Transcription Series So Identical Sponsors Squawk to WFBR, Balto

Baltimore, April 6.
Similarity to theme on two different transcription commercials on station WFBR here had studio exees on the receiving end of squawks from both sponsors this week.
'Lives of the Great' and 'Makers' of History', both waxed programs from different sources, turned out to be on the life of Ben Franklin and each treated in like vein.

Myers' Station Record

Portland, "April 6.

**KOIN is producing more network releases than come from any burg this size in the country, says C. W. Myers. Some 12 - programs weekly originate from KOIN for CBS. All studio productions except one dance conductor.

Myers is NAB's president,

Carpenter Time Buying

Murray Carpenter is now doing all the spot time buying for the Comp-ton agency. Roy F. Schultz, who formerly held this assignment, has been transferred to newspaper space

Network bookings are handled between Leonard Bush, the Compton executive v.p., and his assistant, Daniel P. Potter.

IN SUMMER LULL

Coast Lads Figure There's Star Material Abroad in the Land and That If Vallee Can Dig 'Em Up, Why Not They - Test-Tubing While Stars Take Their

THOMPSON'S LINEUP

Hollywood, April 6.

Laboratories to develop new talent over the summer months will replace many network shows airing from this slope. Need of new blood for the fall resimption has many agencies working on the incubator idea. Young & Rubicam, William Esty and Ruthrauff & Byan zee interested in the experiment and are casting about for players who might lend themselves for development into radio headliners.

lend themselves for development into radio headliners.
Agencies have been in mind as a
precept the yeoman duty Rudy Vallee has performed for J. Walter
Thompson. Running over the list of
Rilocycle favy who got air baptism
from the Connecticut Yank, boys.
recognize Bob Burns. Edgar Bergen,
Burns and Allen, Lou Holtz, Milton.
Berle, Frank Fay, Joe Fenner and a
host of lesser lights. That's the enflusizant inpoff of the possibilities of,
the guest biz.
Jelle Substitute

Jella Substitute

First to hit the lab idea on the Coast is Tom Harrington of Y. & R., who will carbon the Vallee idea on the Jello show while Jack Benny idles. With Don Wilson as ringmaster, newcomers (not amafeurs) will be trotted out each week with the hope that at least one real bet will be developed.

be developed.

Sari Moore of the Esty office will
strip down the Camel show with a
few unknowns tossed in occasionally
for public reaction. Tiny Ruffner
with operate along similar lines while
AI Jolson and Toe Penner take their

As consone and over remer take their summer respect.

Agency producers are agreed that if out of the whole shebang they uncover one juve entee or comic, the test-tubing will have well been worth the effort. They figure there's plenty of talent lying around loose.

TALENT TRYOUTS | Agencies' Fright Wigs Back in **Place: Some Cautious Listening** To 'Ideas' For New Season Shows

Hero as Trademark

Vienna, March 26.
Tyrol is in an uproar. Peasants throughout the province are peeved at Vienna radio programs. All because their na-tional hero, Andreas Hofer, who fought against the French in the 19th century, was 'insulted.' A song wherein Andreas Hofer

A song wherein Andreas Hofer is mentioned ended up with a line that the Andreas Hofer Coffee is the best. Austrian Radio Corp. apolo-gized to the Tyroleans through the newspapers and by radio declaring that it was: all a mis-take, but the mountaineers are still burning.

ADMEN JUNKET TO KLZ-KVOR

Oklahoma ity Oklahoman and Times, owners of WKY, are arranging for another goodlime junket for agency and tradepuper men, this one to be held in June and between Denver and Colorado Springs. The party will be in behalf of KLZ and KVOR, with the guests due for a whole week of it. Last instance of wide open hosting was the celebration of WKY'S new transmitter and studios.

WMCA LINES UP BIZ

WMCA, New York, has during the WMCA, New York, has during the past week or two signatured either new business or renewal contracts with 14 accounts. Newcomers in-clude Michael Bros, Carl H. Schultz Corp, Madison Personal Loan, Western Growers Protective Association, Alexander's Department Store, Emerson Drug Co., Vick Chemical Co., Procter & Gamble (Camay Sosp), Drene Shampoo, United Drug and Nature's Friend,

As the problem of building shows season starts to get tough agencies are beginning ome up out of their storm cellars and be seen-but slightly-by freelance 'idea' suggesters. The scare of ich has program plagiarism sui lasted for four months, is gradually subsiding. But the freebooters haven't still any near approxima-

haven't still any near approximation to the easy access to ear they once had.

McCann-Erickson will now give a discreet hearing, to a very well established 'idea' man who has a few success notches chipped in his gun of imagination. J. Walter Thompson is letting the word leak out to a few wik thinker-uppers that agency will entertain a couple of ideas if they are submitted for a specific radio personality; firm still heeding legal dept.'s order to stay strictly sour on 'feder' suggestions other than from own inner-circle staff.

Just about every big league agency in New York and Chicago has in the last month adopted what the ad boys thank is a very 'cute' stuff to deflate what freelance 'idea' persons set an andience.

Deflate Literary Ego

Bet an audience.

Defiate Literary Ego

When the prospectus is submitted at the interview, the agency wizard leafs through the; ages casually, and remarks that vistually same idea was slipped firm by NBC, or CBS, or even by an unnamed rival 'idea' drummer-up. Actumlly, such is not the case at all. It's fust a ruse to shrink in mind of submitter whatever high opinion he has of self or idea. Also to tip off that shy chance plagiarism suit brought later on might have to run a rusged gamut. Pair of sharp-shooting legal lights have been lately contacting 'idea' submitters and offering sather persuasive arguments that those standard 'releases' most agencies make outsiders squingle before lamping submitted 'original' programs and treatments can be broken in court. Lawyers are indirectly insimuating that their services are ever ready, and that they'd like to bowl over a couple of court decisions—on firm or false plagiarism evidence—just to prove their contentions the 'releases'.

EX-WIFE SUES MacQUARRIE

Wants \$5,885 Alleged Back Support for Son's Upbringing

for Son's Upbringing

San Francisco, April 6.

Former wife of Frank Haven MacQuartic, of 'Do You Want to Be an
Actor?', is seeking payment of \$5,885
which she alleges MacQuarrie owes
her for the support of their son,
now 22. In an affidavit filed in
Superior Court here last Friday, Mrs.
MacQuarrie, who divorced her husband in 1922, claims he has paid her
only \$2,255 of the \$50 a month
awarded her for the son's support.
She states her earnings are \$25 a
month, which is her salary for answoring phone calls in a small office.
With her son, she lives in Oakland.
Affidavit seeks a court order for an
execution on MacQuarrie's assets for
the amount due according to the previous \$50 a month, judgment.

vious \$50 a month judgment.

MacQuarrie and his present wife
were in town for two days last week,
in anticipation of the legal acti

Hollywood, April 6: Following his radio wash-up for Chase & Sanborn a vaudeville tour for Haven Macquarri is in pros-

WHN Adds New Voices

WHN, N. Y., has added four vocalists to its battery of pipers. New warblers are Bede Best Lee Kelson, Frances Paley and Charles Hart. Replace recent let-outs.

NBC Gets Jump in Coast Drive By Artists Bureaus As Exclusive Rens

Hollywood. While Columbia's artists bureau

infusion of languishes pending new life, National Broadcasting last

languishes pending infusion of new life, National Broadcasting last week stepped out and signed five air names for exclusive representation. That, a three-connered fight impends for ticing up radio and icture talcut has long been the wind, with Transamerican expected to form the third side to the triangle. Warner outfit is expected to be in the artists bureau scrap up to its ears when the time comes. Signed last week by Dema Harshbarger of NBC bureau were Amelia Earhart, Hedda Hopper, Gregory Ratoff, Walter Cassell and Grace Smith, who has been airing as the visiting nurse. Miss Earhart initiated her NBC connection with Bing Croeby last Thursday (1) and is being offered for guest shots. Miss Hopper starts for Marro-Oil May 4 in a turn to be called Film Magazine of the Air. Cassell, a Warner picture contractee, has been spotted for four shots on the Chevrolet program as guest soloist. Burcau is said to have two deals cooking for Ratoff.

Larry White is still around getting the CBS bureau in shape but what-ever progress he's made is being kept a dark secret. It is pretty gen-

erally known that exclusive repre-sentation deals have been closed with several players but the identi-ties are vague. White said he would come out in the open with a state-ment in a few days after he had conferred with Lawrence Lowman either here or in the cast.

SWIFT DISPOSED TO SPONSOR CHI SYMPH

Chicago, April 6.
Swift & Co., packers, understood ogling a deal for the sponsorship of the Chicago Symphony. Plan calls for a 60-minute shot every Sunday afternoon.

afternoon,
Also in the calculations is an NBC coast-to- wire carry the coast-to- wire carry the symph. Chicago Symphony has been carried regularly by WGN and the Mutual web right from the stage of Orchestra Hall every Saturday night as a sustai ing shot.

BERT LAHR SET

Lahr becomes p anent comic Sunday (11) on 'Manhattan Merry-Co-Round' (Sterling Prod-ucts). NBC-red variety show.

REFORM GROUP MADE RADIO JUMP 2 YRS. AGO; NOW MOSTLY A GAG TO AGENCIES

Internal Dissension in Women's National Radio Com- CBS SURVEYING BOSTON: mittee, Commercial Survey-Making Sideline Reverses Positions-Committee Now on Defensive

Playing a return date at the St. Regi hotel, N. Y., where the Women's National Radio Committee two years ago handed out its first awards, the gals dished out last Wednesday (31). But the attendance of three accounts of the satendance of the satendary boys who seem to have grown a mite disrespectful since the first August thunderclouds threatened to wash up a flock of radio programs.

What's come over WNRC is largely a matter for students of Americana. Back in the early days when the ladies joined hands in their crusading cause, the networks shuddered every time somebody yelped that the blood-and-thunder was driving. little Johnnie, into insomni. Highfaluting music was amagic word. And back of the whole cause, as charge d'affaires, was Luella S. Laudin, ex-chain employee, who whipped the membership into a fervor and threatened Washington with sticking a femme onto the F.C.C. if a cleanup wasn't in sight pretty quick.

Under the Laudin regime, the ladies said they had 20,000,000 members through various affiliates, access What's come over

ladies said they had 20,000,000 members through various affiliates, access to coin from public-minded people, and no intentions of getting into any commercial ventures. Agencies who came around for advice were tendered opinions to some extent. It was stated that via contributions and sale of a little paper criticizing programs, the WNRC would make endsmeet financially. It was further immated that if and when the chains got a scrubbing, the spot stations would be next.

No Villain

No Villain

Along about this time CBS drew up its program policies, and cagily rode in on a crest of publicity. WOR made a play for favor with Alfred Wallenstein, Richard Blondell, Charles M. Courboin, and Martha Deane. NBC had Damrosch, the General Motors Symphony and the Music Appreciation Hour. Anning S. Prall threw the FCC into high gear. All of which the Claides okayed with vigor, and all of which materially reduced the cause celebra. You can't fight windmills with 20,000,000 femmes in tow. You've gotta 000,000 femmes in tow. have a villain, and the latter w fast legging it toward the horizon.

fast legging it toward the horizon.
About this time the second WNRC
awards drew around, at the Hotel
Astor, and there were rumors of a
bust-up pending in the home camp.
Specifically, Luella S. Laudin suddenly disappeared, with the WNRC
stating that she would probably reappear in fall, which she didn't.

appear in fall, which she didn't.

It was suggested in some quarters that the 'spilt-up was partially an economy measure, and partially the result of an internal battle. In regard to the latter, part of the WNRC guding committee was supposed to have favored making commercial surveys for agencies-sponsors as a means of keeping the coffers flush while the Laudin section vehemently opposed. Latter argued that you can't fight the enemy at one time, and at another get on his payroll. In short, it would be Madame Yolanda Mero-Irion and her methods, or Luella Laudi and hers. It was Mme. Irion!

Short time ago the WNRC started its survey making with J. Walter Thompson-Shell Oil as buyer. Meantime fulminations have been rarer nd rarer. The reallocation hearings in Washington drew no fire one way or another. Nor the Connery excitement. Nor any of the other periodic fireworks that spray the capital. Short time ago the WNRC started

By the Roots

One of the quaint by-plays which attended last week's annual luncheon of the Women's Radio Committee was that involving Mme. Yolanda Merothe promoter of the award idea, and Margaret Cuthert, who is in charge of women's programs at NBC. Latter had been invited originally to speak five minutes and when she got to the luncheon. Mme. Merotion informed her that

speak five minutes and when she got to the luncheon. Mme. Mero-Irion informed her. that time allotment in her case been cut to three minutes. Just before the speaking started Mme. Mero-Irion passed on word to Miss Cuthbert that the announcement of special and added-starter award would make it necessary for a further reduction and that all she could have was one minute. Miss Cuthbert rejoined that perhaps what she could add to all the folderol wasn't worth a minute and that she'd rather this time be allowed for the announcement of another added starter among the awards.

Others got special mentions.

Everybody was pleasant. Mme. Irion said: 'Children's programs are infinitely better...' Dramatic programs are better...' The least programs are better...' The least programs.' Said William Paley: 'Musical programs.' Said William Paley: Musical programs must have variety.' Two years ago he got semi-mad and said, in effect, that's it okay to squawk, but not so easy, by gum, when you're running the network. One thing was the same—Bill Paley again blossomed out in a blue shirt, while the agency boys came around with white ones.

Reading from a script. Rudy. Vallee.

Reading from a script, Rudy. Vallee added that a 'pat on the back from such important sources' meant much. Lux and Gelatin got awards. Shell made a survey.

WHN TO BE WLW'S TALENT SHOWCASE

WLW, Cincinnati, will discontinue its previous practice of making pe riodic talent hunts in Manhattan riodic talent hunts in Manhattan. This function, it is now expected, will be absorbed by WLW's Manhattan ally, WHN. Loew station will feed programs to Cincy and this showcasing will replace auditions, etc. Talent resources of WHN was cited by Bill Hedges as one of the clinchers of the wire deal.

Actual operation of the WLW-WHN wire has been delayed again. Now carded to start next Monday (12) and will be hot 16 hours a day, although the program schedule either way and with pick-ups from WFIL, Philly, and KQV, Pittsburgh, has to be worked out.

DISPUTES YANKEE CLAIM

Boston, April 6.

Columbi roadcasting system has been making thousands of telephone calls here to challenge the Yankee network claims for listener tops between the peak 8-10 hours in Boston. Clark-Hooper is doing the survey to offset the Ross-Federal done previously for Yankee.

CBS is out to blast the idea that WEEI any way inferior in popularity to WNAC. Argument is that WNAC reputation for being a faw was achieved with the programs now heard on WEEI since the network swap.

DOYLE-ALBERT BUY STATIONS

Sydney, March 16.
Australian Broadcasting, Co. in association with Commonwealth Broadcasters has set deal to buy into six commercials in Queensland. Stuart F. Doyle consummated affairs a few days ago. Doyle is tops of both organizations:
Commercials in the hook-up include 4BC, Brisbane; 4GR, Toomwoomba; 4BM, Maryborough; 4RK Rockhampton; 4SB, Kingaroy, and 4RG, Roma. Principal Sydney station is 2UW.

4RG, Roma. tion is 2UW.

Frank Albert, associated with Doyle, is now in America for a radio survey on ideas for future use over here. Doyle informed Variery that the whole chain would be run on showmanship lines entirely free from political, religious and press association. It's the biggest commercial deal so far in the Antipodes.

Coca Cola May Hike Out Of Chi Due to Musicians

Looks like the Coca Cola transcriptions, if continuing, ill be moved out of Chicago because of the Musicians. Union regulations there. Beverage has been cutting quarter hours with Singing Sam (Harry Frankel) and half hours entitled Refreshment Club? ith Dom McNeil of NBC. Latter series recorded by RCA, former by. World, and produced for D'Arcy agency, St. Louis, by Walter Craig-Kenneth Burton outfit. Series winds up April 22. Has been a dealer placement proposish.

Coca Cola has had a network bid in all season for an hour's variety show, but couldn't get time. Used spot instead.

Leo Cohen, WHN; Laid Up Leo Cohen, WHN, N. Y., artists' bureaucrat, bedded with double

Coast NBC Makes Occasion of 10th **Anniversary: Commercials Salute**

Short time ago the Wirth J. Walter thompson-Shell Oil as buyer, Meantime fulminations have been rarerand rarer. The reallocation hearings in Washington drew no fire one way or another. Nor the Connery excitement. Nor any of the other periodic fireworks that spray the capital.

Reversed Position

Hence, when the ladies last Wednesday passed out the chicken and peas. The end of pressure groups—inertia.

Awards went to the Ford-Motor Co., Rudy Vallee (Fleischmann), Chicago University Round Table, Boake Carter (Philco), Children's Corner (CBS), and the Lux Theatre.

San Francisco, April 6.
Tenth anniversary of NBC's West-no Wiscon, America Monday and San Everal Commercials. Don E. Gilman played host to bay district radio scribes at a luncheon at the Palace Hotel, following which the Palace Hotel, following which the Maxwell, Bennie Walker, and San Francisco, April 6.
Tenth anniversary of NBC's West-no Lives Monday of NBC's west-no Lives of Melos and several commercials. Don E. Gilman played host to bay district radio scribes at a luncheon at the Palace Hotel, following which the Coast Red web. Radio writers on illes and trade to pressure groups—inertia.

Awards went to the Ford-Motor Co., Rudy Vallee (Fleischmann), Chicago University Round Table, Boake Carter (Philco), Children's distributions at Gliman during a half-hour to a 're-lives' of Melos Monday and San Everal Commercials. Don E. Gilman played host to bay district radio scribes at a luncheon at the Palace Hotel, following which the Coast Red web.
Radio writers on illes and trade by Claude La Belle, of the San Francisco, April 6.
Tenth anniversary of NBC's West-no Division was observed Monday ings Pi who announced the network in SNE Old-timers participated. Jen-network's inaugural broadcast and so wor Director of Agriculture, (S) with the Coast Red worb.
Radio writers on illes and trade web.
Radio writers on

Don Lee-Transamerk Do Biz

Don Lee Network has agreed to take any business that the rans-american Broadcasting & Television Corp. might want to place with it. This applies to either live programs by way of a hockup or tran-scriptions. Don Lee is hooked up to the Mutual Network by a per-manent wire, while Transamerican already represents a Los Angeles, station, KFWE.

station, KFWB.

Matter of Don Lee accepting Transamerican accounts was discussed during a recent visit to the Coast of Emanuel Rosenberg of the latter company. Lewis Allen Weiss, Don Lee gen mgr., rmed the arrangement by letter last week.

Chicago Scripts Re-Discover Wild West; Horse New Third of Eternal Triangle

OWEN MOON SELLS WSJS

Son of Deceased Reynolds Exec Acquires Press-Radio Combo

Winston-Salem, N. C., April 6.

Winston-Salem, N. C. April 6.
Owen Moon, former Trenton, N. J.
Dublisher, has disposed of his newspaper and radio station holdings here to a group headed by Gordon Gray, son of the late Bowman Gray, has dearn of the board of R. J. Reynolds Tobacco Company at the time of his death two years ago.
Included the sale were The Journal, morning paper. The Senttinel, afternoon paper, and Radio Station' WSJS, all of which were operated in the same building. Purchase price not revealed, Sale becomes effective May 1.
ray, in his announcement sought to reassure employes that there was no contemplated change in personnell in any department! W. K. Hoyt, nephew of Moon, is business manager of the newspapers. Norris O'Neil is manager of the radio station. Santford Martin will continue as editor-in-chief of the newspapers.

DU PONTS' PROXIMITY GAVE WDEL APPEAL

Addition of WDEL, Wilmington, Del, to the red (WEAF) network by NBC was prompted for two reasons. One, that the area rates as dead spot as far as the signals of WEAF, New York, and KYW, Philadelphi, are concerned, and what is more important Wilmington is the hometown of the DuPonts, whose manifold interests place them among the country's first five. national advertisers. WDEL's network, rate per evening hour will be \$160.

Other newcomers to the NBC list during the past week were KSOO, Sioux Falls, and WORK, York, Pa. Both are optional, ither with the red or blue. Affiliations in all three cases become effective April 15.

KYA's New Prog. Mgr.

KYA's New Prog. Mgr.

San Francisco, April 6.

Leon Churchon has replaced Harry Rogers as program manager of KYA. Churchon, a native of Paris, is a former member of the KDKA, Pittsburgh, Players and for several years was a script writer and producer at WCAE, Pittsburgh. He came to California last fall.

Differences of opinion between Rogers and Ford Billings, general manager of the California Radio System, with which KYA is affiliated, is said to be the reason for the change.

ated, is said to be made and the change.

Another move at KYA within the past week has upped Bob Stanley from the announcers staff to the production department.

Callers in Chi This Week

Callers in Chi This Week
Chicago, April 6.
Chicago, April 6.
Burnett, WBBM publicity
man, spent weekend in Minneapolis
arranging, General Mills baseball
announcers' convention which is being held in Chicago this week.
About 35 announcers of the playby-play games which General Mills
is sponsoring all over country this
season are attending. Confab is in
nature of a pep meeting.

Negro Talent on WDSU

Negro Talent on WISU

New Orleans, April 6,

WDSU broke a long established
precedent Wednesday (31) by signing the Rhythm Club, negro night
spot for 11:45 p.m. period.
Program will use talent of club
and Joe Robicheaux's orchestra,
Station plans to add other Negro
units on schedule if listener reaction
is ok.

Chicago, April 6.
Radio script factories here look set for a shift to the ride 'em cowboy stuff. Afternoon flapdoodle dished out for gooty housewives, has been pretty much alike, program after program. To get away from that there are some indications that there's about to be a switch, program for program, to gusto instea of gush.
Revolutions

of gush.

Revolutionary decision to add a horse to the eternal triangle follows the example of General Mills program 'Cactius Kate.' She's playing havoe with the swooning ingenues.— Several scripters have acceived orders to insert western characters and color in future episodes, Among them, is reported to be the Junior Nurse Corps, supposedly based on the life of Clara Barton, founder of the Red Cross.

2 COAST SHOWS GET GOING-OVER

Hollywood: April 6.
Two transcontinental shows originating here are due for A/generous revamping with the arrival of agency exces last week. Al Jolson piece for Lifebuoy-Riisso will be run through the wringer again with the takeover of production by Ed Ruffner from Bill Bacher and Cecil Underwood. Bacher is still on the Ruthrauff & Ryan payroll as 'observer.'

server. Don Shaw came in to look over the Twin Star show for National Biscuit and many changes are contemplated although the personnel will not be disturbed. Phil Rapp and Ken Englund are set as writers and Buddy Rogers draws a few more men for his band.

Shaw sticks around for another week, the meanwhile making a few moves for two Coast shows under consideration.

consideration.

Rufiner stays in Hollywood as top man for R. & R. His duties will be considerably lessened when Gillette Community Sing returns east after Milton Berle and others of the cast finish their picture work, and the Joe Penner and Al Jolson shows check off for the eight week summer respite.

POUNDING THE DRUM

E. P. H. James, NBC manager of sales promotion and advertising, tol the Advertising Guild of Baltimore last week that radio was the cleanest medium, even though it was subject to the most criticism, roadcast commercials, he said, contained the least exaggraction because the consumer is most alert to analyzing a thing he hears. While he may lightly pass over something he sees, the effect on the ear is different, It makes him sit up and take sharp notice of statements and claims. James' subject was 'Radio's

James' subject was 'Radio's on the Consumer.'

John J. Karol, CBS director of research, has been invited by the American Institute of New York, one of the oldest scientific bodies the country, to explain what makes the listener tick. If will be a round-table discussion, April 12, with Karol the guest markers has eleted to table discussion, April 12, with native the guest speaker, Also slated to cogitate out loud on the subject, Public Response to Radio, is Dr. Lyman Chalkley, research head of Benton & Bowles.

SPONSOR IDENTIFICATION

Ouestion: 'Is Your Radio On?'

Baltimore

NUMBER

		OW RA	NING DIOS	. 0	FF		ON
			%	-	%	No.	%
7:00- 7:15	P.M		100.00	49	48.51	52	51.49
7:15- 7:30	P.M		100.00	51.	54.26		45.74
7:30- 7:45	P.M		100.00	. 69	64.49		35.51
7:45- 8:00			100.00	64	58.72		41.28
	P.M		100.00	64	56.14		43.86
8:15- 8:30	P.M		100.00	52	56,52		43.48
8:30- 8:45	P.M		100.00	38	40.86		59.14
8:45- 9:00	P.M		100.00	40	46.51		53,49
9:00- 9:15	P.M		100.00	45.	48.39		51.61
9:15- 9:30	P.M		100.00	58	56.31		43.69
9:30- 9:45	P.M		100.00	37	50.68		49.32
9:45-10:00	P.M	85	100.00	45	52.94		47.06
10:00-10:15	P.M	93	100.00	50	53.76		46.24
10:15-10:30	P.M	95	100.00	52	54.74		45.26
10:30-10:40	P.M	80	100.00	52			35.00
		1418	100.00	-		_	—

St. Louis

	OW.	NING DIOS	O	FF	•	ON
	-		No.	%	No.	%
7:00- 7:15 P.M	103	100.00	70	67.96	33	32.04
7:15- 7:30 P.M	113	100.00	83	73.45	30.	26.55
7:30- 7:45 P.M	120	100.00	84	70.00	36	30,00
7:45- 8:00 P.M	94	100.00	59	62.76	35	38,24
8:00- 8:15 P.M	98	100.00	59	60.20	39	39.80
8:15- 8:30 P.M	112	100.00		56.25	49	43.75
8:30- 8:45 P.M	105	100.00		42.86	60	57.14
8:45- 9:00 P.M	106	100.00		44.34	59	55.66
9:00- 9:15 P.M	104	100.00		49.04	53	50.96
9:15- 9:30 P.M	94	100.00		38.30	58	61.70
9:30- 9:45 P.M	99	100.00		42.42	57	57.58
9:45-10:00 P.M	113	100.00	45	39.82	68	60.18
10:00-10:15 P.M	124	100.00	50	40.32	74	59.68
10:15-10:30 P.M	106	100.00	54	50.94	52.	49,06
10:30-10:40 P.M	106	100.00	60	56.60	46	43,40
TOTALS	1597	100.00	848	53.10		46.90

CBS' CHRYSLER **TELEVISH JUST** IN CASE

Columbia's bid for a television sta-tion atop the Chrysler Bidg., N. Y., recalls that for a couple of years up to and ending in February, 1932, CBS was active in the televising of programs. Had at the time a regular production department under Wil-liam Schudt, now manager of WBT, Chaplotte Charlotte.

Charlotte.
Cartoonists, a prize fight (staged in the dark), a load of jewelry from Cartiers and Al Smith were among some of the 'firsts' to be televised by

Mechanical 60-line television (in-stead of today's 441-line cathode ray) was then used. CBS junked tele-vision experiments in 1932 as a depression economy.

Columbia makes no claim of im-

Columbia makes no claim of immediate resumption of television from the Chrysler spot. On the contrary it is essentially a publicity tactic to meet NBC in this regard. Best informed trade opinion still seestelevision as very far away.

Paul Kesten at CBS has taken this side-quirk under his wing.

State Advertising Funds Has Residence Proviso

Greensboro, N. C., April 6.
Gottschaldt-Humphrey, Inc., has opened a branch advertising agency in Greensboro. Radio accounts are included in their billings.

Other advertising agencies may open branch offices in North Carolines shortly, due to the recent legislature's decision that firms handling state's \$250,000 publicity appropriation must have an office in North Carolina.

DON LEE ADDS 2

Redding and Chico Stations ment Coast Regional

Five-year deal for the addition of two California stations, KEBC, Red-ding, and KHSL, Chico, to the Don Lee Broadcasting System was okayed last week by Lewis Allen Weiss, Don Lee manager, and Harold Smithson, prexy of the Golden Empire Broad-casting Co, owner of the stations, Contracts are still awaiti signa-tures.

KHSL operates on 250 watts power day and night, with KEBC on 250 watts daytime and 100 at night. They will begin releasing Don Lee programs, including all commercials on the web, about July 1. Special lines costing \$100,000 will be installed by the Pacific Telephone & Telegraph Co, before inauguration of Don Lee service.

With these two stations the total affiliated with the Don Lee web in Californi ill be upped to 12.

NEWSMAN FEARED BIG STORY—TWAS APRIL 1

Lynchburg, Va., April 6. Town's biggest story in a decade, involving a double murder and attempted suicide, broke in the apartment house where Tuck Young, ment house where Tu WLVA newscaster, lives.

Young was at the studio when his wife called him to give him the story. Wouldn't believe it at first, because it was April Fool's Day, but he was convinced in time to flash it just before station signed off for the night.

IN TWO MARKETS

Ross-Federal Gathers Data in Attempt to Trace Listener Reaction to Program and Chain Break Commercials

'CONFUSION'

istener reaction to commercial by relation to the factors of copy relation to the factors of placement, frequency, emphasis, propinquity to chain-break announcements, and the whole question of sponsor identification, is covered in a survey just completed on behalf of VARIETY by the Ross-Federal research organization. Facts are disclosed on this and the next two following pages.

two followi pages.

Survey is offered by Vaniery to
the broadcasting trade and specifically to advertising agencies and
sponsors for what it's worth as a
contribution to the now hot matter
of chain-break announcements, and
the always-important matter of how
they listen and what they remember.

they listen and what they remember. While in no sense conclusive, the survey may seem to disparage the charge that chain breaks unduly confuse listeners. On a basis of around 3,000 completed telephone calls made simultaneously in Baltimore and St. Louis (between the eastern broadcast hours of 7-10:30 pm. on Wednesday, March 21) it was impossible to trace evidence of conspicuously mistaken sponsor identification of entertainment programs because of the use of chain breaks.

While this naturally has no bear-ing on the business ethics or other objections that may be raised against chain-break announcements, it does bear upon the corollary allegation of usurpation by chain breakers of the ballyhoo benefits of sponsorship,

ballyhoo benefits of sponsorship.

Vanery believes that it may have opened some channels of inquiry concerning which little previous data has been brought forward. Interpretation of the data gathered by Ross - Federal has been largely avoided on purpose. Those who are concerned will no doubt attend to the interpretation for themselves and in the light of the scope of their interest.

Specific examples

terest.

Specific examples of confusion in Baltimore had one listener name Alka-Seltzer instead of Pepsodent as Amos'n' Andy's bankroller. Atlantic Refining and American Oil were mixed up at 7:15 and at 7:30 a local program for Regal Laundry was thought by one tuner-inner to be connected with a 'hand lotion.'

connected with a 'hand lotion'.
Curious twist had Dupon't tagged
as a 'sewing machine' manufacturer
and Dr. Lyons' ascribed to 'stoves'
instead of toothpaste. Two listeners
got Burns and Allen credited with
Nino Martini, and at two 15-minute
intervals Jessica Dragonette was assigned to Chesterfield.
By 10 p.m. 'Vic and Sade' had
hopped from Crisco to Lucky Strike
and the sustaining Ink Spots were
being paid, happy thought, by
Bristol-Meyers who also 15 minutes
later were given credit for Gladys
Swarthout.
These fragmentary examples of

Swarthout.
These fragmentary examples of confusion, 16 wrong guesses in Baltimore, are, of course, no more important than individual analyses of all other factors might suggest.

In St. Louis examples of confusion included Bayer Aspiri tabbed as Lady Campbell's and Ipana and Druyons Toothpaste credited to Slack

'VARIETY' SURVEY C. W. Meyers, N.A.B. President, and Carey Jennings, KGW-KEX, View Cham Breaks as Here to Stay

Convention City

Washington,
N.A.B. board now in session
here will select the site and the
dates for the 1937 convention tomorrow (Wed.). Looks like
may be Chicago agai, that location having made a hit with
the rank-and-file delegates.
Cleveland is also in running,
Easterners have urged Philadelphia or Baltimore. Will
probably be staged in June.

Research Committee Eyes Today's (7) N.A.B. Meet For Financial Action

One interest which agency and network men associated with the Joint Committee on Radio Research have in the spring meeting of the directors of the National Association directors of the National Association
of Broadcasters, slated for today
(Wednesday) in Washington, is the
action that the board may take on
an appropriation for the bureau. This
appropriation, \$10,000, was approved
by the last NAB convention but not
a dollar of its of any the scheduler of the
control of the scheduler of the scheduler.

The both of control have seen the ine-

a dollar of it so far has been paid into the Joint Committee's exchequer. Point of conflict has been the insistence of NAB officials that any contributions from the association have strings tied to it. In other words, the NAB will help underwrite the bureau's work if the Joint Committee will agree to certain procedures suggested by the NAB. Agency and commercial reps on the committee have likewise been adamant, holding that the NAB coin comes in as a free and unconditional offering or else.

Whatever expenditures the bureau has made to date have been with money supplied by NBC and Columbia. Most of the testing for methods of determining listener habit and station coverage has been conducted in New England, principally around Hartford, Conn. No decision has been made on what spots will be chosen for rural audience tests.

Washington, April 6.
Confronting wide variety of prob-lems, directors of National Associ-tion of Broadcasters hold spring gettion of Broadcasters hold spring get-together here tomorrow (Wednes-day) for look at preli inary 1937 convention plans and policy-making. Chief topic is Congressional agita-tion over industry conduct, with board slated to ponder definite-stand on the newspaper ownership issue. Copyright, allocation, Pan-American pact, rate-control, and mo-nopoly also are on agenda.

WBIG Kid Club on Stage Of Local Film Theatre

Greensboro, N. C., April 6.

Recent tie-up between the radio station WBIG and the National theatre puts Junior Radio Club on as a half-hour stage show each Wednesday from 9 to 9.30 p.m., and again 10: to 10:30 every Saturday morning.

WBIG's Junior Radio Club now high in retrigerator accounts. The station has contracts from distributors of seven lines of seven lin

Portland. April Chain break announcements may be a bore to listener and a pet peeve of radio time buyers; but Pacific North-west stations in general figure these 20-second commercials are here to

20-second commercials ac-stay.

Carey Jennings of KGW-KEX has written eastern agencies to the effect. that his stations believe spot an-nouncements have a definte place in the broadcasting busi Jennings is firm in the contention that station-break sales salvos do not conflict or detract from the programs they fol-

detract from the programs they fol-low or proceed.

C. W. Myers, president of NAB and local boss of KOIN, puts it an-other way: The remedy for chain-break announcements lies with the agencies and not with the stations. When agencies stop demanding these announcements, that's when they'll fade out of the picture. As long as, the agencies demand these spots, the stations will feel compelled to render this service.

this service.

Chief Northwest agency in radio is MacWilkins & Cole. This firm has piomeered for years in an open policy deploring spot announcements. For MacWilkins & Cole, Bud Lynch said: 'Cold spot announcements kill showmanship and do nothing to raise the standard of radio producti Legitimate programs run for a longer period of time on stations that cut the announcement policy to a minimum.' minimum.

Some other agencies contend that these spots are all part of the biz, so why holler. Generally it boils down to a question of how far-sighted should be radio policy.

VETO ADVERTISING LAW AGAINST RADIO

ittle Rock, Ark., April 6.

ittle Rock, Ark., April 6,
Governor Carl Balley vetoed (31)
the Nichols bill passed by the legislature to restrict the advertising of
liquor by radio, billboards and window display ads: riginal bill woul
also have banned liquor advertisements in newspapers but this clause
was amended in the lower house.
The Bill, said the governor,
originally introduced contains sonie
every excellent provisions and I favored its adoption. However, some of
its most important provisions were
stricken from the bill and other provisions were added to the bill that

stricken from the bill and other pro-visions were added to the bill that made it grossly unfair."

At a public hearing a few days before the governor's veto represen-tatives of radio stations and illumi-nating sign companies protested the the measure discriminated them in favor of news

7 Ice Boxes Use WBT

Charlotte, N. C., April 6. WBT goes into the Spring with a new high in refrigerator accounts. The station has contracts from distributors of seven lines of

Analysis of Telephone Calls

ATTEMPTED CALLS No. % REFUSED IN-FORMATION COMPLETED INTERVIEWS No. BALTIMORE ST. LOUIS

Hal Horton chief announcing at KIEV (Giendale).

TOTALS

6.91

24.19

98

"Confusion" Element Fails to Show Up Strongly

Surveys Made for Variety, March 21, 1937 By Ross-Federal

BALTIMORE

Completed Phone Calls
Baltimore1,440
St. Louis1,639

WEDD

Advertising Tabulation

		W	BAL
TIME			
7:00 P.M.	X		Baltimore News Post
7:00 P.M.	x	X	Jarman Motors
7:00½ P.M.	X		Anaci
7:15 P.M.	x		Anaci
P.M.		X	Arrow Beer
7:15½ P.M.	X.		Md. Council of Fed. L. & S.
7:19 P.M.	x		Md. Council of Fed. L. & S.
7:20 P.M.		х	Baltimore News Post
7:201/2 P.M.			lue Network Presentation
7:29 P.M.			Blue Network Presentation
7:30 P.M.		ж	Baltimore News Post
7:30 P.M.		x	Free State Ale
7:301/2 P.M.	x		Edgeworth
7:33 P.M.	X		Edgeworth
7:36 P.M.	x		Edgeworth
7:50 P.M.	x		Edgeworth
7:59 P.M.	x		Edgeworth (Domino Cig.)
8:00 P.M.		X	Baltimore News Post
8:00 P.M.		X.	Katz - jeweler
8:001/4 P.M.	×		Dr. Lyon's Tooth Powder
8:15 P.M.	x		Dr. Lyon's Tooth Powder
8:29 P.M.	ж		Dr. Lyon's Tooth Powder
8:30 P.M.		x	Koester's Bread
8:30 P.M.		X	Baltimore News Post
8:30½ P.M.	x		Bayer
8:42 P.M.	x		Bayer
8:59 P.M.	X		Bayer
9:00 P.M.		x	Baltimore News Post
9:00½ P.M.			N.B.C. Presentation
9:31 P.M.		х	Baltimore News Post
9:31 1/2 P.M.			N.B.C. Presentation
9:59 P.M.			N.B.C. Presentation
10:00 P.M.		x	Baltimore News Post
10:00½ P.M.	X		Ivory Flakes
10:13 P.M.	x		Ivory Flakes
10:15 P.M.		x	Baltimore News Post
10:15 % P.M.			N.B.C. Presentation
10:29 P.M.			N.B.C. Presentation
10:30 P.M.		x	Baltimore News Post
10:30 1/2 P.M.			N.B.C. Presentation
10:59 P.M.			N.B.C. Presentation
11:00 P.M.		X	Baltimore News Post

		WC	AO:
	MER-	COM- MER-	
TIME		CIAL	PRODUCT
7:00 P.M.		X	Hauswald's Bread
7:00½ P.M.	X.		Wrigley's Gum
7:13 P.M.	X		Wrigley's Gum
7:15 P.M.		X	High Ice Cream Co.
7:15½ P.M.	x		Atlantic Refg. Co.
7:29 P.M.	x		Atlantic Refg. Co.
7:30 P.M.	122	x	S. K. Packi
7:30½ P.M.	X		Drene Shampoo
7:43 P.M.	x		Drene Shampoo
7:45 P.M.		X.	Gas & Electric Co.
7:46 P.M.	X		Philco Radio Time
7:59 P.M.	' X	4.0	Philco Radio Time
8:00 P.M.		x	Free State Beer
8:00½ P.M.	x		Du Pont
8:26 P.M.	ж		Du Pont
8:30 P.M.		X	Katz Jewelers
8:30½ P.M.	x		Campbell's Tomato Juice
8:47 P.M.	x		Campbell's Tomato Juice
8:59 P.M.		x	Hecht Dept. Store
9:00 P.M.	X		Chesterfield Cigarettes
9:10 P.M.	. X		Chesterfield Cigarettes
9:19 P.M.	X		Chesterfield Cigarettes
9:25 P.M.	. x		Chesterfield Cigarettes
9:29 P.M.		Y.	Katz Jewelers
9:30 P.M.	x		Palmolive Soap
9:43 P.M.	X		Palmolive Soap
9:50 P.M.	x		Palmolive Soap
9:59 P.M.	x		Palmolive Soap
10:00 P.M.		х	News Flash
10:01 P.M.	x		Palmolive Shave Cream
:14 P.M.	x		Palmolive Shave Cream
10:26 P.M.	x		Cashmere Bouquet Lotion
10:30 P.M.		x	Gunther's Beer
10:30½ P.M.	x		Emerson Hotel
10:40 P.M.	x		Emerson Hotel

	- WFB R							
TI.		GRAM COM-	CHAIN BREAK COM- MER- CIAL	PŘODÚCT				
	P.M.	CIAL	X	Inner-Spring Mattress				
7:001/2		x	-	Pepsodent				
7:13		x		Pensedent				
7:15	P.M.	^	x	Free State Beer				
7:15%		x		Alka-Seltzer				
:28	P.M.			Alka-Seltzer				
7:30	P.M.		x	Geotts Sausage				
7:301/2		x		Regal's Laundry Co.				
7:381/2		x		Regal's Laundry Co.				
7:43		x		Regal's Laundry Co.				
7:45	P.M.		×	Md. Trust Co.				
7:45 1/2		×		Belvedere Hotel				
7:521/2		x		Belvedere Hotel				
7:58	P.M.	x		Belvedere Hotel				
7:581/2		x		Lava Soap Co.				
7:59%			X.	Ayares Loan Co.				
8:001/2		x		Tender Leaf Tea				
	P.M.	x		Tender Leaf Tea				
8:30	P.M.		х	Katz Jewelers				
8:301/2		X		Lady Esther				
8:42		x		Lady Esther				
	P.M.	x		Lady Esther				
8:59		x		Lady Esther				
8:59%			x	Bulova Watch				
9:001/2		x		Sal Hepatica				
9:12		X		Ipana Toothpaste				
9:261/2	P.M.	x		Sal Hepatica &				
9:27	P.M.		x	WFBR				
9:40	P.M.	x		Ipana				
9:59	P.M.	x		Ipana & Sal Hepatica				
0:00	P.M.		x	Free State Beer				
0:001/2	P.M.	x		Lucky Strike Ci				
0:09 1/2	P.M.	X		Lucky Strike Cig.				
0:241/2	P.M.	X		Lucky Strike Cig.				
0:29	P.M.	x		Lucky Strike Cig.				
0:30	P.M.		X	Dodges at Jarman Motors				
10:301/2	P.M.	x		Ice Industry				
10:37	P.M.	x		Ice Industry				
	-							

ST. LOUIS

(CENTRAL STANDARD TIME)

			KM	ΟX	
		GRAM COM-	CHAIN BREAK COM-		
nen	ME	MER- CIAL	MER- CIAL	PRODUCT	
6:00	P.M.	VIAL	X	Bulova Watch	
6:01	P.M.	x		Kentucky Club	
6:03	P.M.	x		Kentucky Club	
6:06	P.M.			Kentucky Club	
6:11	P.M.	x		Kentucky Club	
6:14	P.M.	x		Kentucky Club	
6:15	P.M.		x	Spry	
6:16	P.M.	X		Hyde Park Beer	
6:19	P.M.	х		Hyde Park Beer	
6:28	P.M.	X		Hyde Park Beer	
6:29	P.M.		X	Rem & Rel	
6:31	P.M.	x		J. Morrell & Co.	
6:37	P.M.	x		J. Morrell & Co.	
	P.M.	X		J. Morrell & Co.	
	P.M.	X		J. Morrell & Co.	
	P.M.		x	Griesedieck Bros.	
	P.M.	X		Phileo	
	P.M.	х		Phileo	
:00	P.M.	. 10	x	Highland Milk	
	P.M.	x		Du Pont	
	P.M.	x		Du Pont	
	P.M.		x	Bulova Watch	
794	P.M.	X		Campbell	
:46	P.M.	x		Campbell	
7:56	P.M.	x		Campbell	
7:59	P.M.	x	**	Campbell	
8:00	P.M.	**	x	Pevely	
8:01	P.M.	X		Chesterfield	
8:08	P.M.	X		Chesterfield	
8:18	P.M.	X		Chesterfield	
8:24	P.M. P.M.			Chesterfield	
8:31		**		Bulova Watch	
8:31	P.M.	×		Palmolive	
8:41	P.M. P.M.	x.		Palmolive	
	P.M.	X		Palmolive	
8:59 9:00	P.M.	X		Palmolive	
				Palmolive	
9:13	P.M.	X		Palmolive	
9:25	P.M.		x	Palmolive	
9:30	P.M. P.M.	×		Pevely	
9:37	P.M.	x		Kelley Clothi Kelley Clothi	
5.3 <i>1</i>	4	^		Relies Cloun	

K2D											
TI	ME		CHAIN BREAK COM- MER- CIAL								
6:02	P.M.	X		Pensodent Antiseptic							
6:14	P.M.	x		Pepsodent Toothpaste							
6:15			x	Spry							
6:16	P.M.	x		Chevrolet							
6:21		x		O.K. Used Chevrolet							
6:24		x		Chevrolet							
6:28	P.M.	X.		Chevrolet							
6:30	P.M.	x		Mississippi Valley Trust Co.							
6:31	P.M.	x		Diamond D. X. Dealer							
6:43	P.M.	x		Diamond D. X. Dealer							
6:44	P.M.	x		riesedieck Beer							
6:45	P.M.			(Local Traffic Talk)							
6:56	P.M.		X	Chrysler Co.							
6:57	P.M.		X	Chesapeake & Ohio R. R.							
	2 P.M.		x	Coorge Washington Their							
6:591	2 P.M.		X.	Bell Telephone Co.							
7:00	P.M.	x		Tender Leaf Tea							
7:02	P.M.	X		Tender Leaf Tea							
7:26		X		Tender Leaf Tea							
	P.M.		X	Bulova Watch							
7:31	P.M.	х		Lady Esther							
:42				Lady Esther							
7:52		x		Lady Esther							
7:59		x		Lady Esther							
8:00			X.	Industrial Loan							
8:01	P.M.	X.		Ipana & Sal Hepatica							
8:12	P.M.	x		Ipana & Sal Hepatica							
8:26	P.M.	X		Sal Hepatica							
8:40		x		Ipana							
8:59	P.M.	x		Ipana							
9:00	P.M.		x	American Lady Tomatoes							
9:01	P.M.	X		Lucky Strike Cig.							
9:10	P.M.			Lucky Strike Cig.							
9:23	P.M.	x		Lucky Strike Cig.							
9:26	P.M.	X		Lucky Strike Cig.							
9:29	P.M.	x		Lucky Strike Cig.							
9:30	P.M.		x	Dorothy Perkins							
9:31	P.M.	x		American Ice Refrig. Co.							
9:38	P.M.	x		American Ice Refrig. Co.							
				_							

KWK

		COM- MER-	BREAK COM- MER-	PRODUCT							
TIME		CIAL	CIAL								
6:00	P.M.		x	Griesedieck Beer							
6:01	P.M.	x		Anacin Tablets							
6:14	P.M.	×		Anacin Tablets							
6:15	P.M.		x	Tango							
6:17	P.M.	x		Dog Show							
6:32	P.M.	x		Minit Rub							
6:43		x		Industrial Bank							
6:45	P.M.		х	Gruen Watch							
6:57		х		Ironized Yeast							
7:00			x	Rumford Baking Powder							
7:01	P.M.	X		Dr. Lyon's Tooth Powder							
7:15	P.M.	x		Dr. Lyon's Tooth Powder							
7:28	P.M.	X		Dr. Lyon's Tooth Powder							
7:31	P.M.	X		Bayer Asperin							
7:43	P.M.	X		Bayer Aspirin							
7:59	P.M.	×		Bayer Aspiri							
8:00	P.M.		X	Hill-Behan Lumber Co.							
8:30	P.M.		×	Werner-Hilton Clothier							
8:31	P.M.	X		Hyde Park Beer							
8:44	P.M.	x		Hyde Park Beer							
8:45	P.M.		ж	Nu-Enamel							
9:00	P,M.		x	Rem							
9:01	P.M.	x		Ivory Flakes							
9:13	P.M.	X		Ivory Flakes							
	P.M.		X.	Duplex Bread							
	P.M.	X.		randt Electric Co.							
	P.M.	X		randt Electric Co.							
9:37	P.M.	x		randt Electric Co.							
9:40	P.M.	ж		randt Electric Co.							

Vednesday, April 7, 1937 RADIO VARIETY 85 VARIETY 85

Listeners' Identification of Sponsor

	ACTUAL LISTENERS No. %	IDENTIFIED IDENTIFIED SPONSOR SPONSOR CORRECTLY INCORRECTLY No. %	STATED DID NOT KNOW SPONSOB No. %		ACTUAL LISTENERS No. %	IDENTIFIED SPONSOR CORRECTLY No. %	IDENTIFIED SPONSOR INCORRECTLY No. %	STATED DID NOT KNOW SPONSOR No. %
7:00-7:15 P.M. Radios On—(52) Amos 'n' Andy (Pepsodent) Easy Aces (Anacin) Poetic Melodies (Wrigley) All Others Don't know	9 100.00 2 100.00	61.54 33.33		id5-9:00 P.M. Radios On—(46) Wayne King (Lady Esther). Ethel Batrymore (Bayer Asp.) Burns & Ali (Campbell Sp) All others. Don't know	100.00 100.00 100.00	60,00 66,67 69,23 100,00	•	40.00 33.33 30.77
7:15-7:30 P.M. Radios On—(43) Uncle Ezra (Alka Seltzer) Three Ranchers (Sust.) Ma and Pa (Atlantic Ref.) All other Don't know	22 100.00 4 100.00 9 100.00 1 100.00		25.00 66.67	9:00-9:15 P.M. Radios On—(48) Fred Allen (Bristel Meyers). Paul Whiteman (Sustaining). Nino Martini (Chesterfield). All other. Don't know. 9:15-9:30 P.M.	100.00 100.00 100.00			20,83 25,00 35,71 100,00 100,00
7:30-7:45 P.M. Radios On—(38) Tonic Tunes (Regal Laun.) Edgeworth Tobacco Jerry Cooper (Drene Sham)	100.00 100.00 100.00	10.60°	80.00; 88.89 100.00	adios On—(45) Fred Allen (Bristol Meyers) Paul Whiteman (Sustaining) Nino Marti i (Chesterfield) All other Don't know :20-945 P.M.	100.00 100.00			100.00
All other. Don't know. 7.45-8:00 P.M. Radios On—(45) Belvedere Hotel. Edgeworth Tobacco.	100.00 6 100.00		100.00 66.67	Radics On—(36) Fred Allen (Bristol Meyers). Paul Whiteman (Sustaining). Jessica Dragonette (Palmolive) All other. Don't know. 45-10:00 F.M.	2 100.00 13 100.00		7.69	8 61.54 1 100.00 5 100.00
Boake Carter (Phileo)All others	25 100.00 1 100.00)-	40.00, 100.00	Radios On—(40) Fred Allen (Bristol Meyers). Paul Whiteman (Sustaining). Jossica Dragonette (Palmolive) All others. Don't know. 10:99-10-15 P.M.	13			23.08 100.00
One Man's Family (Tend. L'f) Merry-Go-Round (Dr. Lyon's) Cavalcade of Am. (DuPont). All others	10 16 2		16.67 70.00 56.25 100.00 100.00	Radios On—(43) Hit Parade (Lucky Strike) Vic and Sade (Crisco) Gang Busters (Palmolive S.C.) All other Don't know	2 100.00 17 100.00 2 100,00	82,35 47.06 50.00	50.00	17.65 50.00 52.94 50.00 100.00
8:15-8:30 P.M. Radios On—(40) One Man's Family (Tend. L'f) Merry-Go-Round (Dr. Lyon's). Cavalcade of Am. (DuPont) All other	100.00 100.00 100.00	10.00		10:15-10:30 P.M. Radios On—(43) Hit Parade (Lucky Stri Ink Spots (Sustaining). Gang Busters (Palmolive S.C.) All other. Don't know.	100.00 100.00 100.00	85.71 50.00 61.90	50.00	8 38.10 1 100.00 4 80.00
8:33-8:45 P.M. Radios On—(55) Wayne King (Lady Esther). Ethel Barrymore (Bayer Asp.) Burns & Allen (Campbell S'p) All others Don't know	100.00		28.57 75.00 9.68 50.00	10:30-10:40 P.M. Radios On—(28) Gladys Swarthout Ice Adv. Co.) Tales of the Opera (Sustain.). Hassen's Orch (Emerson Hotel) All other Don't know	100.00	13.33 50.00 37.50		80.00 50.00 62.55

ST. LOUIS

	ACTUAL LISTENERS No. %	IDENTIFIED IDENTIFIED SPONSOR SPONSOR CORRECTLY INCORRECTLY No. %		No. %		ACTUAL SPOR		rified identified nsor sponsor ectly incorrectly % No. %		STATED DID NOT KNOW SPONSOR No. %			
.00-7:15 P.M. Radios On—(33) News (Kentucky Club) Amos 'n' Andy (Pepsodent). Easy Aces (Anaein) All others Don't know	100.00 100.00 100.00			4 6 2 1 3	80.00 30.00 50.00 100.00 100.00	:45-9:00 P.M. Radio P.M. Radio Rom. (59) Burns & Allen (Campbells). Wayne King (Lady Esther). Ethel Barrymore (Bayer). All others. Don't know.	ç	100.00 100.00 100.00 100.00 100.00	30 5 3	78.95 71.43 50.00 100.00			21.05 28.57 33,33
7:15-7:30 P.M. Radios On—(30) Sports (Hyde Park Beer) Musical Moments (Chevrolet) Doris Hare (Sustaining) All others	6 100.0 4 100.0 3 100.0	0 0 0				9:00-9:15 P.M. Radios On—(53) Nino Martini (Chesterfield) Fred Allen (Bristol Meyers) Threescore and Ten (Sustain.) All other Don't know	21 2 3	100.00 100.00 100.00 100.00 100.00					
7:39-7:45 P.M. Radios On—(36) Tom Baker (John Maxwell Co.) Diamond City News (D. X. Gasoline)	100.0	D.				9:15-9:30 P.M. Radios On—(58) Nino Martini (Chesterfield). Fred Allen (Bristol Meyers). Threescore and Ten (Sustai All. others. Don't know.			9 24 1	52.95 77.42 100.00			100.00 100.00
Sports Review (Mi it Rub)All others. Don't know	100.00	D [']	·a			30-9:45 P.M. Radios On—(57) Jessica Dragonette (Palmolive) Fred Allen (Bristol Meyers). Sport Revi (Hyde P'k Beer) All others. Don't know.							
Boake Carter (Philco) Major Dickman (D. for Mayor) Musical Interlude (Sustaining) All others. Don't know. 8:00-8:15 P.M.).	100.0			100.00 75.00 100.00	45-10:00 P.M. Radios On—(68) Jessica Dragonette (Palmolive) Fred Allen (Bristol Meyers). Jazz Nocturne (Hyde P'k Beer) All other		100.00 100.00 100.00 100.00				5 17 1	38.46 40.48 100.00 50.00
Radios On—(39) Cavalcade (DuPont) One Man's Family (Tend. Tea Merry-Go-Round (Dr. Lyon's) All others Don't know	100.0 100.0 100.0	0 66.0 0 40.0 0 80.0	67 00		72.73 33.33 40.00 20.00 100.00	Don't know. 10:00-10:15 P.M. Radios On.—(74) Gang Busters (Palmolive) Hit Parade (Lucky Strike) Vic and Sade (Crisco) All others Don't know		100.00 100.00 100.00 100.00 100.00			25.00	10	100,00
8:15-8:30 P.M. Radios On—(49) Cavalcade (DuPont). One Man's Family (Tend. Tea Merry-Go-Round (Dr. Lyon's: All others. Don't know.) 10 100.0) 7 100.0 . 5 100.0	0 9 10.0 0 1 14.5 0 2 40.0	00- 28		50.00 10.00 85.72 60.00 100.00	Bont know. Radios On—(52) Gang Busters (Palmolive) Hit Parade (Lucky Strike) Romance and Roses (Sustai All others. Don't know.	26 9 2	100.00 100.00 100.00 100.00					y esternado
8:30-8:45 P.M. Radios On.—(60) Burns. & Allen (Campbells). Wayne King (Lady Esther) Ethel Barrymore (Bayer) All others. Don't know	100.0	0 85.7 0 100.0 0 50.0	72. 90 90		50.00 100.00	10:30-10:40 P.M. Radios On—(46) Talk on Electric Rates (Sust.), Gladys Swarthout (Nat'l Ice), Duke Ellingt (Sustaining), All others Don't know;		100,00 100.00 100.00 100.00 100.00		61.54 25.00 40.00			38.48 75.00 60.07 100.00 100.00

CLARK GABLE WILL JOSEPHINE HUTCHINSON,

LUX Manday, * p.m. York WABC-CBS. New York WABC-CBS. New York WABC-CBS. New Tork WABC-CBS. New Tork Control of the Sense of the Ernest Hemingway story was hardly a surprise, although there is the memory, the other way, of his Washington. Assured and compelling performance of Josephine Hutchinson helped beaucoup. Both showed to advantage, with La Hutchinson helped beaucoup. Both showed to advantage, with La Hutchinson keeping pace they to Gable. Adolphes Menjour never emerged. His familiarly suave personality was consequently lost: "Had a chance to regain some recognition in a short curtain call, however, and punched it over.

it over.

As the pash nurse of the tragic yarn, Miss Hutchinson had a part well suited to her style of emoting. Particularly in the poignant moments of the seri her voice was softly expressive.

softly expressive.

Scripting compressed essentials of the story into logical drama. Only occasionally did the emotion lapse into bathos.

Hobe.

OFFICE WORKERS ON THE AIR' With Aline MacMahon, Tamara, Roger Baldwin Interview, Song, Talk 15 Mins. Studients

Rager Baldwin
Interseew, Song, Talk
15 Mins.
15 Mins.
15 Mins.
15 Mins.
15 Mins.
16 Mins.
16 Mins.
16 Mins.
17 WeVD, New York
18 Bookkeepers, Stenographers and
Accountants Union is sponsoring this
series to get more members. Time
18 donated by the station and appear
18 donated by the station and 18 donated
18 donated and
1

As windup, an unbilled union member offered arguments for collective bargai ing, instances (without mentioning specific names) of benefits obtained by unionization, and closed with direct appeal for union membership among office

union memorany workers.

ingle serious flaw in the show was in the atmospheric office, chatter that opened; added little to the effect. As a whole, though, Office Workers on the Air is an example of showmanship in propaganda.

Hobe.

GUNNAR BACK J. GUNN... Interviews 15 Mins. Sustaining days, 8:30-45 p.m.

Sustaining
Wondays, 8:30-45 p.m.
Wour Job' over WTCN, Minnespolis, Now the label is All In a Days
lis, Now the label is All In a Days
with an interesting job of any kind
before the mike and has them air
li'es, dislikes, philosophy, and vigncites from life.
First pick was a manicurist in a
hotel barber shop and it was done
humorously with emphasis on the
perment of get their hands patted, but
linished by wanting to go into the
bix themselves.
Frogram presents avenue of new

Program presents avenue of new ideas and is nicely handled. Barn.

'ALMANAC FOR NEW FORKERS' Sketch, Humor, News

*ALMANAC FOR NEW TORKERS'
Sketch, Humor, News
10 Mins.
Sustaining
Daily, 4:30 p. m.
WHN, New York.
This is a WPA effort,
This is a WPA effort,
In a wear of the weakreserved to the weakness is that too much time is allotted
to the main sketch. Also possibly
too numerous sound effects.
The Round-Towners,' group of
voices, herald major events transpiring in Manhattan. Old astrologer
weather or cast.
Sketch hovers
N. Y. millionaire's purchase of fake
Myna Lisa. Vicely portrayed.
Fogram, produced by Ira Ashley
and written by Manley W. Wellman,
is a creation of Federal Radio Thestres of WPA.

Wear.

Hollywood Handicap

Programs originating in Hol-

Programs originating in Hollywood are, perhaps, unaware of the fact that they've picked up a habit which may be extremely provoking to listeners. At least it's been going on over a period of weeks with no correction to date.

The subject is the proximity of the studio audience to the microphone. And why do the silly girls with the silly girls salways get in the first row?

After two or three minutes those squeals and shrieks can derive a listener frantic, and certainly over to where the going is free from annoyance. It's not that the giddy damsels only occasionally squirm and squeak, they're a pushover for every gesture or pun. Coming over the air, the effect is not much different than if they were dragging their habits.

Three or four programs can plead guilty to what must be an oversight, but the Bing Crosby hour is head man in this respect. You have your choice of whether it's a matter of getting the most laughs or drawing the sappiest saps.

In any case, it's no help.

WILSON ANGEL
WILSON ANGEL
WITSON ANGEL
WITSON ANGEL
WITSON Beadles, Charles
Tener, Organ Violin
15 Mins.—Local
VIEGINIA BLDG. LOAN
Thes., 8:39 p.m.
WEVA, Etchmond
Out to sell itself as an old-established, solid banking organization to
ang and loan sponsor serves a program formula almost as old as radioitself, a good bass-baritone voice
backed up by an organ and a violinonly established numbers rendered.
Commercial copy breathes lestablished and conservative every
chouse and conservative every
chouse and conservative every
chouse and conservative every
chouse and conservative for the
set in this section. Has some reputation, too, as result of concert work
It's trained and hits all over the
lacking to make this former Atwater
Kent audition winner's voice important is warmth. Comes in meordan to the conservative of the
Bob Beadles, WRVA's chief announcer, is the organist. Gets in one
solo. Charles Copland is the violinist.
Commercials, as indicated, preach

solo. Charles Copisinu as indicated, preach conservatism and thrist and safety. Deliyered in two brief doses, at beginning and end of program, they ring OK. A give-away booklet one of the actual checks on response. Kiss.

of the actual checks on response.

Kiss.

*ACROSS THE BREAKFAST
TABLE*

With Margaret and Gordon Munro 15 Mins—Local
HOUSEHOLD FINANCE
Dally, 7:48 a.m.

KMBC, Kansas City

(B, B, D, & O.)

Here's another show that Arthur
Church has been grooming for network sirings. If has been on a contract of the co

FRANK GRAHAM Sports Talk

FRANK GRAHAM
Sports Talk
15 Mins.
15 Mins.
15 Mins.
15 Wistaining Work
Work New York
Subbing for Stan Lomax on this
six-a-week early evening shot, Frank
Graham, vet sports columnist of the
New York Sun spiels combination
of sports results, reminiscences and
anecdotes. He's fair.
Graham's prime drawback at presGraham's prime drawback at prestis distully of adopting himself
to tis distully of adopting himself
to the standard of the standard of the
satisfactory and his enumeiation is
clear, but he lacks expression and
he too, obviously is reading his stuff.
His writing is okay for the eye,
but sentences are too long and involved for the ear.
On show caught (1) Graham devoted latter part or his time to a
meeting he'd had earlier in the day
with Billy Gibson, former manager
of Benny Leonard and other fighters.
That was far and away the more
of Benny Leonard and other fighters.
That was far and away the more
of Benny Leonard and other fighters.
That was far and away the more
wound up the session with purany
yarn. Earlier part of the stanza,
devoted to encless report of straight
sports results and figures, tended to
grow monotonous.

GERTRUDE LAWRENCE Sengs, Comedy MAXWELL HOUSE Thursday, 9 p.m. WEAF, New York (Benton & Bowles)

(Benton & Bowles)
English comedienne, recently in
one-acters with Noel Coward on
Broadway, was a resounding wallop
as guestee last week (1) for Maxwell House. Clicked with three
witty songs and smacked over a
corking comedy skit (by Coward).
On for pair of lengthy turns, she
virtually carried the entire program.
By far the strongest entertainment
on it.

By far the strongest entertainment on it.

Miss Lawrence has lots for radio. Apparently none of her color is lost via the kilocycles. Her versatile style is ideally suited to the medium and she contrives to make her bylay with Lanny Ross so animated it seems included 'Someone to Watch Over Me. 'He Never Said He Loved Me' and 'Carrie Was a Careful Girl. Scored strongest in the last, which is best suited to her style. Skit, which she acted with Burford Hampden, was 'Rain Before Seven,' which has Coward's, customary biting humor.

ing humor. Hobe.

"MATCHING MINDS:
With Loub Arnel and Peggy White
15 Mins,—Local EMPIRE LAUNDEY.
Mon. 7:15 p. m.

"WBAL, Baltimore

Louis Azrael, columnist on Hearst
News-Post here, is conducting this
commercial shooting a variety of
questions to high school boys and
girls' and grading them accordingly.
Total grades of boys compared to
girls with winning ext announced at
onigh scorers and final contest slated
between school teams for trophy.
Tickets also awarded for best questions sent in.

Program opens with theme vocal
and commercial plug by Peggy
White. Another plug midway and at
close. Azrael has had some radio;
White Another plug midway and at
close. Azrael has had some radio;
Present set-up is okay but noticeable
effort by columnist to intensify voice
loses for him an easy going naturalness that is imperative to sustained
interest in question and answer session.

interest in question and ausyes ossion.

Might be good idea to eliminate prepared script if one is used. With a breezier routine between Arrael and his studes, program should prove entertaining with juvenile background and school competition a very good local angle.

Burm.

MOWRY LOWE With Austin Street 30 Mins.—Local Tuesdays, 8 p.m. WEAN, Providence

WEAN, Providence
This weekly program is WEAN's latest tie-up with a local theatre, and is really smart showmanship for a town which has long been in the doldrums. Every Tuesday night, WEAN broadcasts from stage of Fay's Theatre, combo house, with a community sing and question program. Austin Street conducts the sing portion of the broadcast, and Mowry Lowe the question period. Program has done much to pack Fay's on Tuesday nights, and judging from reaction, it has a large listening audience, too.

from reaction, it has a large listening audience, too.

Street starts off broadcast with a sing fest, and then turns over the mike to Lowe who asks a series of questions of persons in the audience. Those who know the answers get a start of the start of

SENATORS OF SONG With Charles Wright, Art Pickard, Jean Denese, James Milne Songs, Chatter 15 Mins.—Local

Sones. Cheter
15 Rins, Local
Sundays, 1:15 p.m.
HARRY TOMLINSON
WELL, New Haven
Operator of a Seaside park,
Bridgeport, frankfurter stand that
is a regional institution. Harry Tomlinson is back again for the warmweather spell on WeLL, New Haven
900-kilocycler whose signal is well
received through the area that is his
source of revenue.
Senators of Song, in-singing
Charles Wright and Art Pickard, reengaged to top bull. Although not
outstanding, they are an adequate
team, and what they haven't vocally,
they make up in presentation they
item and they have a service of the second one case
tional sequences in easy, familiar
vein interpolate such tunes as 'One
In a Million.' Delovely, 'Little Old
Lady' and 'Make Believe Ballroom,'
Jean Denese accompanies satisfactorily.
Smart piece of business is tribute,

Lady and Mane Detects of the property of the p

Benny's Tree Gag

Jack Benny's comedy routine on Jello Sunday ight used a dog gag, in connection with a tree. Barking of the hound was the punch-line, Incident stirred up quite a bit

of adverse comment around the country. Some rumblings of the reaction were audible in Man-hattan the next day with the general opinion that it was a major blunder in taste and edit-ing for the No. 1 ranking pro-

THE MAN IN THE HALL' With Don Philips Sustaining Sat., 4:45 p.m. KMOX, St. Louis

Sat. 4:45 p.m.

KMOX has inaugurated new program on Saturday afternoon at 4:45 o'clock called 'The Man in the Hall.' Unrehearsed interviews with artists, production men, execs and salesmen who happen to pass at the time of the broadcast offers some diverting entertainment. Although those snared by Don Phillips, special events announcer, have spent years around mikes, first program showed they have some timelor than strikes of the strikes

AMERICAN ANDERSON GAL-LERIES Auction 15 Mins.—Local Sat.; 4:15 P.M. WJZ, New York

WIZ, New York

An auction by the American Art
Association-Anderson Galleries, Inc,
broadcast over WIZ, might be either
a sustainer or commercial. Has the
air of a sponsored program, but in,
view of the general educational dignity of the NBC-WIZ spiel, the
thought is that it was picked up
principally for its sustaining interest.

thought is that it was picked up principally for its sustaining interest.

If of \$30,000 for one painting was one of the electrifying items. Picked the electrifying items. Picked the electrifying items. Picked the electrifying items are sufficient to the electrifying items. The electrifying to bidders, at other times, on their first offers of \$50 or \$75.

Chief auctioneer Hiram S. Parks, who is president of the American-Anderson galleries, got air-billing as conducting the sales. NBC spieler did some incidental descriptions of some of the paintings, mike being set on the rostrum with Parks, seemingly, and against this was always to be heard the drone of the bids—amplified or tuned down as occasion. When the early American furniture was put up on the block the audience. Interest waned, perhaps because of the less spectacular economic equations—all of which might be the cue for any similar future pickups.

CHILDREN'S THEATRE OF THE

AIR
Sustaining
30 Mins.—Local
Sat., 10:30 a. m.
WGY, Schenectady

Sat., 10:30 a. m. WGT, Schemetady
roadcasts are a strain on listeners who dislike show-off exhibitionism by kids. Nor does it bring forth much entertainment as a compensating factor. The present group of girls and boys fails to produce a brand of entertainment comparable with that presented by the WGY's original juvenile unit under the direction of Roland Bradley (Uncle Brad,' now at WBAL). Acting, the thing which kids do best on the air and which Bradley developed to a high degree with the WGY juniors, is fully an experience of the case with teen-ageds, this takes the case with teen-ageds, this takes the form of imitaling adult artists. A large percentage of pops, lyricizing about love, unrequited passion, etc., is unsuited to trebled-voiced youngsters, but warble them they ill over the radio, where the balancing (cuteness of personal appearance is missing.

Claude Haring to Pittsburgh

Claude Haring WCAU sports anneuncer, has quit, effective next
Tuesday (13). He will join N. W.
Ayer to spiel sports events for Atlantic Refining. Will be stationed in
Pittsburgh during baseball season to
do 15-minute resume of home games
each night and play-by-play from
wire reports of away tills. Will also
be used for basketball and football.
Gabber came to WCAU two years
ago from WCBA; Allentown.

ANN SEYMOUR Songs 5 Mins. ROYAL GELATIN

S Mins.

EOVAL GELATIN
TRursday, 3 P.m.

(J. Walter Thompson)

Ann Seymour graduated into a vaude single in. 1930 after doing an act for years with Henry Santry and her brother, Henry For her debut on the Rudy Vallee stanza last Thursday (1) she exhumed some of the special material she used in the solo routine. Stuff, she intoned had a musty air about it. Studio audience acted up nicely, but coming out of the loudspeaker the recitations sounded pretty flat the solo of the loudspeaker the recitations sounded pretty flat the program's producers. They might have exercised better judgment when it came to the sneeze bit, This was something that invariably clicked big with Miss Seymour's another story.

For the broadcast Miss Seymour's

clicked big with additional content of the state of the s

cycle the ditty imparted little tang or comedy.

Odec.

NEW MORIZONS'
With Stuart Buchanan,
Tell Matcheson, Martes Martes Matcheson, Martes Martes

narrafor. Helm.

'SINGING REDHEADS'
With Dot Aggas, Mel Wilkerson,
Henry Flaney
Sones, Music Library
Sones, Music Library
Marth-F; 6 p.m.
WXXZ, Detroit
Dot Aggas and Mel Wilkerson, the
Singing Redheads,' have had considerable experience before joining
with WTAM. Cleveland, WXY, Oklahoma City; KSTP, St. Paul, WSM,
Nashville, and WDGY, Minneapolis.
Also were aired for six monthsfrom WTAM over NBC, and sanfrom WTAM over NBC, and sanfrom WTAM over NBC, and sanfrom warble in duets and alone,
and do a smart job, Fop tunes a
string ensemble under injection of
Hank Finney, is oke but doesn't
seem to fit warblers' particular style.
Plugs for various films, interspersed through 15-minute progra
are not too lengthy.

SUSI HOCK,

SUSI HOCK

SUSI HOCK,
Musicale
30 Mins,
Sustaining
Friday, 3.30 p.m.
Friday, 3.30 p.m.
Wilz, New York
Miss Hock on the organ and Miss
Alies Hock on the organ and Miss
Pather of the harpsicord served up a
Pather of the harpsicord organization
Unused were well chosen and there was
no monotony of composition, style.
Both are very able concert performers, especially Miss Pessl on the
harpsicord—that rarely heard instrument.
Short finale piece found

ment.

ment.

The light of the

WILL WRIGHT watch or matter?
With Durelle Alexander, Del Casine,
Zeb Wright, Irving Reis and Fred-die Bieh's Orch.
Variety Shew
32 Mins.

watety Shew
39 Minsy Shew
39 Minsy States Ing.
States Ing.
States Ing.
WABC, New York:
Will Wright is an announcer on
the Al. Pearce program, and plays
heavies in Gang Busters. 'CBS has
him ticketed as a potentiality, and
giving him the sustaining slot
jouldup along with some other CBS
Program head Thurs. (1). was
rather on the dull side and selfsuggests that layout 'be livened,
Wright's material was light, but not
humorous by any standard. He did
a monolog in straight character, as
did his cousin Eeb, who affects a
dubious hick accent for some downcountry sage-spieling that wasn't too
meaty.

country sage-spieling that wasn't too meaty.

Durelle Alexander had one song shot, ditto tenor Del Casino, Both held their ground, firmly, Irving Reis, who produces CBS' Columbia Workshop' on Sat, nites over the network, was interested, wright hat workshop on the control of the series of the control of the series of the series when the series used was actually acutely repetitious. But the series used was actually acutely repetitious aguest, such as Reis interview on success of their careers.

as Reis interview on success of men-careers.

Freddie Rich ore a strong bracer to the broadcast.

Bert.

GEORGIA CRACKERS With Hank and Slim Newman, Sto-ver Sisters, Miriam Merz, Bob Newman, Jerry Langston and Fred Joyner 38 Min.

3 Min.
3 Min.
3 Min.
3 Min.
3 Min.
3 Min.
CRAZY WATER CRYSTALS
Dally, 2:39 p.m.
WHEC, Celembus
This is the first commercial show
to hit the new Buckeye Network, a
group of Ohio stations controlled by
the Cleveland Plain Dealer's United
Broadeasting Co. It originates in
Columbus with WHKC talent, and
at present WJAY, Cleveland, is the
only other station carrying the program.

Columbus with WHKC talent, and at present WJAY, Cleveland, is the only other station carrying the program. It is almost entirely on the initiality side, which is to say that it is tallored to fit the particular audience Crazy Water Crystals wants to reach. It is refined hill-billy stuff, however, with the guitarlaying backed up by an accordion, and the whole cast contributing occasional snatches of popular music. Sponsor goes away overboard on the commercial end of the should be sh

HARRY CURRIE'S ORCHESTRA Terry Hay Music, Songs 30 Mins.

Music, Songs
30 Mins.
Sustaining
Dally 4:30 pm.
Bully 4:30 pm.
Tuneful half-hour of ork music,
and vocal numbers. Harry Currie,
and vocal numbers. Harry Currie,
staff batoneer, at program causht
chose selections ranging from pops
to rather nifty arrangements in
dance tempo, of the musical shows
of yesteryear.
Combo leans toward the sweet
side, and gains some particularly
melodious effects from an obviously
cable and musicianly string structure
to an obviously
cable and musicianly string
to a company
t

melodic line, and vocalist are also lister.
Both ork and vocalist are also heard over a brewery-sponsored program, aired from a local theatre each Thursday night at 10 pm.
Hold.

IRVING AARONSON BAND

30 Mins.
Sustaining
The Way Are Ward

10 Mins.
Sustaining
The Way Are

10 Mins.
115 p.m.

115 p.m.

115 p.m.

115 p.m.

116 p.m.

117 p.m.

117 p.m.

118 p.m.

118

THOMAS THOMAS Songs
MAXWELL, HOUSE COFFEE
Thursday, 9 p.m.
WEAF-NBC, New York
(Benton & Bowles)

(Benton & Bowles)

Recent winner of Met Opera auditions of the air guested briefly on the Maxwell House show, offering the World Is Mine Tonight, and the World Is Mine Tonight Is Min

FANNY MAY BALDRIDGE With Newell Davis 'True Marriage Proposals' Dramatizations 15 Mins.—Local Sustaining Friday, 2,15 p.m. WMCA, New York

wmuda, New York

For an afternoon audience,
thought of dramatizing place and
time of a wedding proposal is a
good one. Could be invested with
humor, romance and human qualities. Unfortunately, ideas need to
be dressed up for public presentation, and when caught this one
wasn't.

tion, and when caught this one wasn't.

When caught a Mrs. Becker was introed at start, then conditions of her marriage proposal were dramatized. The 'conditions' were humdrum. Possibly, because WMCA stressed the 'true garnishings around proposals, station may ges anxious to have their momentous moments aired. If so, for programs' sake, fiction in whole or in part should be resorted to.

Miss Baldridge edits the period, assisted by Newell Davis, who also baritones a sentimental ballad to

assisted by Newell Davis, who also baritones a sentimental ballad to point up the hearts-and-flowers at-mosphere. Bert.

EVE HAMMER
'To Our Mothers'
Interviews
15 Mins.—Local
Sustaining
Mondays, 10:45 a.m.
WMCA, New York

Public is canvassed to come up to the studio and give affectionate tributes and testimonials as to what fine mothers the world possesses.

That would automatically insure a
never-ing stream of testifiers.

never- ing stream of testiners.
Subject also insures interest and appreciation from a large audience. But its sponsor-snagging possibilities don't impress as too strong—chiefly because of program handling. Was caught Monday (5).

Was caught Monday (5).
Four persons talked when caught, with Miss Hammer inserting interpolations from time to time. Two were men, two were maids. It might have been the fault of the scripts, but the testimonials impressed rather canned. They were, in essence, all plucked off the same tree of sweet fruit. One interviewed, billed a truck driver, seemed an out-and-out stooge. His slang was too stagey. Other three almost broke down and

bawled.

If some of the hoke was scraped away, program would show improvement.

Bert.

TALL TALES OF THE TALL
TIMBER
With Charles Irving, Ken Wilson, Joe
Cohen, Claude Radcliffe, and Bob
Kennedy
Yarns and Songs
10 Mins. Local
PAUL-BUNYAN PRODUCTS CO.
Fri. Sat, 5:05 p. m.
WMIN, St. Paul-Minneapolis

WMIN, St. Paul-Minneapolis
Sounds of woodchopping open this
spot, with a full-throated shout of
'Look out, there' as the tree crashes
in the surrounding timber. Then
there's a short, snappy chorus of
'Sweet Adeli', followed by some
typical woodsmen's chatter, with the
lumberjacks grouped around the fire
and smoking their pipes after the
day's labor.

Bob Kennedy's the announcer.

and snoking their pipes after the day's labor.

Bob Kennedy's the announcer. Others in the cast take care of the patter, with Charles Trving spinning the tall yarns made famous in American legend by Paul Bunyan, only mythical hero this nation can call its own. It's typically he-man from start to finish, and since it purveys Paul Bunyan barber supplies, that's okey dokey—but since most blokes are either still on the job or just winding up the day's toil at the time it comes on, maybe it misses the masculine ears.

Can switch to a later time, or the

Can switch to a later time, or the men can hear it via their car radios.

Rash.

Wax Show Goes Flesh

Gould's Fifth Ave. Shop, on WHN, N. Y., itches from platter-program to live corpuscles on its Sunday a.m.

Using singer Suzanna eordionist Alfred Schei

KAY KYSER ORCHESTRA 30 Mins.

RADIO REVIEWS

swalabing Sundays, 4:36 p.m.

Work, Chicago in this one: Half Mork, Chicago in the work of the mork, and plus added heart appeal on Easter. Sunday, When reviewed, band leader brought his mother to the microphone for an introduction, and she, after giving her greetings to verybook, including the greetings to the more of the m

EDWIN C. HILL
News Commentator
15 Mins.
LUCKY STRIKE
Daily, 12:15 p. m.
WABC-OBS, New York

In his (Lord & Thomas)
The Commentation of the Comment

should be) and his vitality is missing. Runs different items together in a confusing way.

When he turns to the 'Human Side of the News' brand of spieling, however, Hill unlimbers his most colorful and expressive gab, And whoever writes the script is a word painter. Beaucoup adjective with possor may need to watch for Hearts bias. Commercials are chucked into the script every now and then, major one being name testimonial, in this case 'Princess Alice' Roosevelt Longworth. In view of the recent uproar over testimonials by senators, it was notable that members of that body were referred to as Lucky smokers, but weren't identified.

A. & P. AFTERMATH

Freedom .

iladelphia

Issue Ends in a

iladelphia.

Controversy over freedom of speech on radi whiich began two weeks ago when A&P Stores charged CBS discriminated against them, ended last Saturday' night with 15 minutes of ET music being played on time allotted without charge by chain for stores to have their say.

Dr. Leon Levy, prexy of WCAU and vice-prex of CBS, id he, had contacted execs of chain stores and of consumer orgs which the stores originally wanted to put on, but all had refused to talk:

"Trouble started over chain store tax bill periding before state legislature. A&P and other web groceries wanted to air objections to it on A&P. Band Wagon program Wednesday night a week ago. CBS said such talk was against policy on commercial, and offered 15 minutes of free time, with Administration of ficials favoring the bill allotted the same opportunity to state their case.

Follow-Up Comment

Tarimeunt on Parade' is still a haphazard affair, as etherizing over WJZ-NBC Sunday noon. Lynne Overman and Mary Carliar of colis and the main idea is seemingly toget new Par titles into the ether. That's achieved, all right, but little ise. It's a loose-jointed half hour and, while the N. Y. tuner-iners might sympathize with the thought that noon in the east is 3 year. The construction of the coast of wax mirthful, that's nevertheless something the studio should circumwent.

Boris Morros was anonymous on this, the second, program. Instead, a parade of Parites included Victor Young's orchestra, the Yacht Chul Boys (using for a running age but his, the second, program. Instead, a parade of Parites included Victor Young's orchestra, the Yacht Chul Boys (using for a running age but his, the second, program. Instead, a parade of Parites included Victor Young's orchestra, the Yacht Chul Boys (using for a running age but his, the second, program. Instead, a parade of Parites included Victor Young's orchestra, the Yacht Chul Boys (using for a running age but his, the second, program. Instead, a parade of Parites included Victor Young's orchestra, the Yacht Chul Boys (using for a running age but his, the second, program. Instead, a parade of Parites included Victor Young's orchestra, the Yacht Chul Boys (using for a running age but his, the second, program. Instead, a parade of Parites included Victor Young's orchestra, the Yacht Chul Boys (using for a running age but his, the second, program instead, a parade of Parites included Victor Young's orchestra, the Yacht Chul Boys (using for a running age but his, the second, program instead, a parade of Parites included Victor Young's orchestra, the Yacht Chul Boys (using for a running age but his, the second program instead, a parade of Parites included Victor Young's orchestra, the Yacht Chul Boys (using for a running age but his, the second program instead, a parade of Parites included Victor Young's orchestra, the Yacht Chul Boys (using for a running age but his, the se

new 'A&M' song chores under camphor until the picture's released; which isn't a bad idea at that.

Coronet swuing from WOR, New York, to NBC blue last Friday, hitting at 9:30 EST. Mutual could not clear time for the expansion desired by the publisher. Show is as was to have the control of the property of the hub and Robert Armbruster the control of the hub and the hu

Sieal stuff, would seem a probable improvement for the show.

Rosaline Greene, with her modulated contralto speaking voice and processed to be sufficient to the second seems of the secon

Mark Warnow meets tou test of ability to mean something against the dance groove obligatory with Lucky Strike without losing the Warnow distinctive touch. By rearranging his sections, Warnow greatranging his sections, Warnow greatrending the section of the strike of the world warnow of the section of the

still remain M. W.

Vox Pop team of Parks Johnson and Wally Butterworth appeared in a special broadcast Monday (5) night over WOR, N. Y., in front of the Astor hotel, Broadway, in behalf of the N. Y. Journal, Johnson-Butterworth duo's diversifaction of rapid-fire questions offered a smart show manship tie-up with the newspaper's eampaign to put over its encyclopedia, idea being plugged that most of the answers could be found in this volume.

Vox-Pop team of Parks Johnson who maked to the proposed the second hearing; instead to have maked to the program. Idea now is heard each Tuesday night over NBC, was presented in this extra show through the courtesy of Molle and

snooting only at the moppets.

Mrs. Osa Johnson contributed an interview-article on housekeeping in the jungles to the 'Heinz Magazine of the Air,' over CBS. Quizzed by Greta Palmer, the woman explorer gave an account which, coupled with her name, should have held the attention of femme listened on the coupled with her name, should have held the attention of femme listened on the couple of t

roadway Varieties' continues to concentrate on radio's safest commodity—music—without cluttering up the show with plot. Produces strong, well-paced, spirited entersiamment. Oscar Shaw still m. c's the proceedings and gets in plenty of both solo and with Elizabeth Lennox. Carmela Ponselle remains as topsot, Mezzo-soprano clicked last week (2) with Long, Long Ago." Bisodol's commercials, however, include everything but the burp.

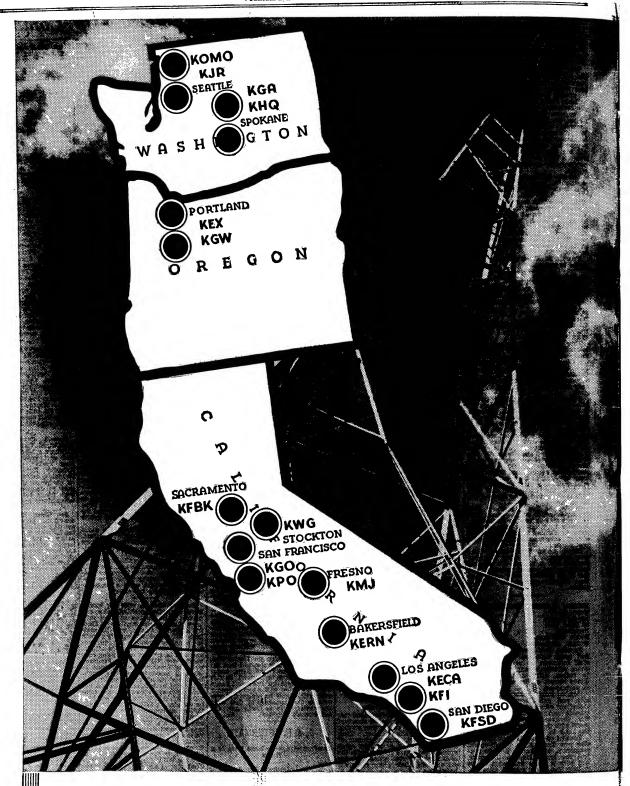
Second Cartoonist Forum on WNEW, N. Y., last week used topic Is There a New Gag?" with satirists and cartoonists from Esquire, the New Yorker, College Humor and Saturday Evening Post. Quentin Reynolds, editor of Collier's, acted as chairman of forum which was held to demonstrate that some of their funny twists found their wuy into pictures and onto the air.

Joe Rines, Morton Bowe, et al. constitute perhaps the brightest morning comedy-variety show, judging by their Sunday am. session on behalf of Iodent. They do it in big league fashion and, having the field to themselves they undoubtedly command considerable attention. Rines and Bowe had a very funny golf sequence, aided and abetted by that Russian dialectic countess this past Sunday. Rines dansapation, of course, is standard.

Fred Niblo, in announcing that the 18th broadcast of the WPA Professional Parade over the NBC blue would be the last, for the time being at least, took the unusual step of specifying the number of weekly listeners the program had attracted. The Parade's drum major said the total had grown to more than 3,600.

000. Niblo remarked that the final's broadcast was dedicated to the man who successfully directed the program, Rubey Cowan at the moment en route by train to Hollywood and perhaps listening in somewhere east of Chicago,

Jean Sabion, NBC-imported French tenor, is heard sustaining on the red loop with Norman Cloutier's musical back-up.
Sabion's vocalisms are at once strikingly reminiscent of Bing Crosby and Maurice Chevalier; the latter emphasized because of heavy-tenor's accent.
Sabion might cut himself quite ay hunk of radio take if given studied of shoved, right up into the forther in the control of shoved, right up into the forther in the moment vague.
Cloutier directed an ore for years on WTIC, Hartford, Conn. till insurance company-owned station last year decided to affect lower-crown millinery. His crew sounds sweet in back of the singer. Cloutier is a tip-top musician of radio experience who will do okay in the big town.
Variety's daytime dial ister-



National Broadcasting

A Radio Corporation of

10 Years on the Pacific Coast

10 years ago this month the National Broadcasting Company extended its operations to the Pacific Coast.

10 short years! Yet, in these 10 years the National Broadcasting Company has set a standard of service to Pacific Coast radio listeners that has never been equaled —a standard of service that today still finds NBC's leadership on the Pacific Slope unquestioned by those who know.

It might be interesting to review a few of the Pacific Coast "firsts" that helped NBC attain its unquestioned leadership on the Coast.

1927—First coast-to-coast broadcast ever made—the Rose Bowl Game from Pasadena on January 1st.

Service on this scale attained leadership for NBC. And, today, the same high standard of service is holding this leadership.

Company
America Service

1927—First to start network operations on the Coast, April 5th.

1927—First national network (by many years) to set up completely staffed and equipped Pacific Coast offices.

1929—First to establish regular daily transcontinental network broadcasts to the Pacific Coast.

1931—First to pick-up a regularly scheduled series of programs from a ship at sea.

1934—First to establish network studios in Hollywood to handle a growing list of Hollywood originations.

1937—First to use a mobile radio studio for regular broadcasts.



40

Agencies—Sponsors

Schwimmer & Scott agency, i- 15-minute sport review program daily over WWJ, Detroit. Bill Kenacount Planning a considerable radio and newspaper campai. Starting ith a test ether spread on ing ith a te WJJD, Chicago.

Leary Ale and Beer underwriting six daily U. P. newcasts at WBRY, Waterbury.

Harry Temlinson, ridgeport frank-irter dealer, sponsors Senators of ong, Charlie Wright and Art Pick-rd, with Jean Denese at keys, Sun-ay mats on WELI, New Haven.

E. Christy Erk, news teller at WBRY, Waterbury, now paid by Hilton Clothes.

Atlantic efining has picked WBAX, Wilkes-Barre, Pa., to broad-cast all baseball games played this season by the Wilkes-Barre Barons of the New York Pennsylvania

Dan Ryan's 'Adventures of Ace Williams' series renewed for 39 times by W. E. Long ad agency for Town Talk I read, to be recorded by Co-

reslaw Bros. (furniture store chain), WGY's first regular commercial account and a continuous user of time over the Schenectady station for the pask seven and one-half years, has renewed its daily musical clock, effective April 19, through Leighton & Nelson.

Walter Craig accompanied Joseph Neebe, vice-prez of Campbell-Ewald, to the Coast in advance of Chevrolet program switch to Hollywood.

'Listener's Scrapbook,' new program framed on WNEW, N. Y.; for numerous spot announcement sponsors on station signatured The Wonder Store, Inc., and Canter Sample Furniture House, last week. Schillin Advertising signed pact.

Roos Bros., San Francisco clothing store, sponsoring Ernie Smith's Sportlites program over KYA thrice, weekly at 7 p.m., PST, beginning April 2. Emil Brisacher agency.

Reliance Mfg. Co., through Mitchell Faust, Chicago, has placed 13 weekly quarter-hour discs on KFRC, San Francisco, starting April 30.

Carter Medicine Co., through Spot Broadcasting (Street and Finney), New York, on KFRC, San Francisco, for one year with 251 spot announce-ments.

Peninsula Stores, Ltd., sponsoring Bess Bye, 'Market Scout,' on KFRC, San Francisco, five minutes daily, Mondays to Fridays. Year's contract signed through Charles R. Stuart.

WPA Air-Cooled

Likely that radioites through-out. New York City are going to be very envious of the work-ers in the radio wing of the WPA this summer. Govern-ment project is now having-aircooling system installed throughout its quarters. NBC and CBS studios, as well as those at WMCA are cooled, but offices aren't. Other stations have no chilling equip-ment at all.

he's washing up, and William Esty, where he's starting.

Southern New England Telephone Co.'s 'Sunday Call' expiring next week (11) on WELI, New Haven, sponsor continuing on WDRC, Hart-ford.

Harry Sosnik took a boat to Florida Saturday to confer in Miami with a prospective sponsor. Due back in Manhattan end of week.

Peter Doelger brewing house is sing WHN, New York, three times using Whin, New Join, direct weekly for quarter hours. Transcriptions bear the title 'Frothy Frolics.' No personalities on waxes

Pat O'Toole at CBS

Bros. (furniture store of Strate regular commercial and a continuous user for the Schenectady stapast seven and one-half enewed its daily musical time April 19, through Nelson.

San Francisco Outlet Store sponsoring Rise and Shine' (live talent) the minutes thrice weekly for one year over KFRC, San Francisco.

Newman agency, Los Angless.

Savington Crampton on a bicycle to the digrates set for seven J. Walter Thompson, where

PACIFIC COAST RADIO NOTES

Tex Rickard, KMTR (Hollywood) Undivided on Don Lee network chief, trekking east to ive the La France starch.

Ken Murray had scripts ready for five shows within a week after he landed in Hollywood. Comic also has a syndicated feature to worry about.

Mary Garvin, head of the Holly-wood CBS secretariat, checked off the payroll to be office manager for Robert Taplinger on the Coast. ir-ginia Lindsey, of the Taplinger pub-licity corps, joined Dave Carter's CBS staff to replace Connie Vance, resigned.

Ken Higgins down from Frisco to mike the commercials on KEHE (Los Angeles).

Ponald Thornburgh, Columbia's headman the Coast, holding weekly press conferences after the White House manner.

Jimmie Fidler added Dutch Ergen-bright, former fan mag ed, to his corps of leggers, now numbering seven.

race Meore and Vincent Lopez due on the Coast May 1 to air the Nash Speed Show.

Eiza Schallert has Frank Lloyd and Billie Burke lined up for inter-

William Murray, radio topper for the William Morris office, in Holly-wood to heat up a couple of deals.

Kelly Anthony, whose dad owns KFI-KECA (Los Angeles), now head-ing the public events department of the two stations.

Fred Jones, KEHE (Los Angeles) press head, personally producing 'Alma Mater News,' gossipy bits from campus papers.

Aiden Byers, new p.a. on NBC staff in San Francisco. Succeeds Noel Corbett, transferred to Hollywood.

California Chamber of Commerce is presenting a weekly ballyhoo for the Golden Gate Bridge Fiesta over KSFO, San Francisco, Monday nights, Dante Barsi's Argentine ork has the musical assignment.

Bob Reichenbach is conducting a 'Camera Club of the Air' over KSFO, San Francisco.

Judge John Kendall back in Port-land from Washington, D. C., where he represented several northwest stations before the F.C.C.

Harry Anderson, NBC sales man-ger, in Portland, Ore., to contab ager, in Portland, Ore with KGW-KEX execs.

KGW, Portland, supplied talent for annual sales meeting of Shell Oil. Program wasn't etherized.

Gary Breckner, KHJ (Hollywood) special eventer, framed his golf card with the eagle 2 blown up,

Amos 'n' Andy bringing Joe Gallichio to the Coast from Chicago to conduct 'The Perfect Song,' their themer.

Tommy Harris set for another 13 weeks for Moonglow on the Coast NBC web. Sara Langman cast Francis X. Bushman in the lead of her KFWB (Hollywood) serial, 'Jane Eyre.'

Lee Tyson, KMPC (Beverly Hills) manager, named vice-chairman of L.A. Ad Club radio committee.

Kelly Anthony, KFI-KECA (Los Angeles) exec, majored i arche-ology at college which gives rise to reports that he may dig among the ruins for new comedy scripts.

Stuart MacHarrie appointed west-rn field manager for Transco wax

Joe Thompson, NBC Hollywood producer, planted two songs with publishers. Edna Fischer and Jack Meakin in on the collabing.

Rudy Cornell, KMTR (Hollywo barker, doubli in publicity for spot, in publicity for th

Waiter Johnson, of Young & Rubi-im in Hollywood, produces 'House

Helen Hancock is on the program staff at KEHE (Los Angeles) after many years at WOR and WMCA (New York).

C. R. Hampton, previously with KFRC, San Francisco, has been added to the sales staff at KYA.

Bobble Rockwell, Chronicle comics reader on KGO, San Francisco, for several years, is now in the juve cast of the Sussman & Wormser Junior News shows over the NBC-Red web on the Coast.

Bennie Walker will present this week's Homestead Amateur Hour, heard Wednesdays over KGO. Son Francisco, from the Oakland Auditorium where the 12th annual Alameda County Food Show will be in full swing. Tyro airer usually ori inates in the NBC studios in Frisco.

Joe E. Brown will emcee the Na-tional Child Health Day program May 1 if he can wangle time from his picture work to make the New

iil Goodwin won out over a dozen other Coast announcers for the Burns and Allen mike spot only to learn that he is under exclusive contract to William Esty for the Camel airshow.

Beloin and Bill Morrow took time out from the Jack Benny script to write a skit for Paramount on Parade.

Gracie Fields, English actress, will do a sketch on Hollywood Hotel April 16.

KEHE (Los Angeles) moves into new studios April 26, just a stone's throw from their old plant on Vermont avenue.

Carleton Coveny named com-mercial manager of KFAC (Los Angeles.



Literally scores of wise adver tisers have discovered that when it comes to covering America's richest area...New York...there's one radio station that does the ob most effec-

tively. LEO takes a bow for WHN. New York's No. 1 Showmanship Štati

WHN

SHOWMANSHIP STATION No.

Represented by E. KATZ
SPECIAL ADVERTISING AGENCY



territory"-the Mid-South. Choose WMC ... the station owned and operated by The Commercial Appeal, the South's Greatest Newspaper, ... WMC is PROVEN, by disinterested surveys, to be the most popular. . . and the most productive radio station in this empire of cotton.



Owned and Operat

By The Commercial Appeal

"The South's Greatest Ne spaper"

FEATURING BOTH RED AND BLUE NBC NETWORKS

Courtesy Vs. Competition

CBS and NBC publicity departments bow deeply at the waists toward each other on releases concerning special events broadcast by both webs. Have an agreement by which neither lets loose a story until the prearranged day and hour when barrages from both outfits are spurted at the waiting world.

This ultra parlor-politeness isn't sitting too well with the affiliated stations of the networks around the country, where the boys in the local situations claw and maul in effort to score release beats on each

Line Costs Impede Northwest's Wish to Organize Regionals

Portland, re., April 6. Crusade against the high cost of lephone toll lines is being stirred p by Pacific Northwest stations, arge and small. Current ambitions lephone toll lines is being stirred up by Pacific Northwest stations, large and small. Current ambitions incr to linking up with neighboring communities. But toll line charges are so high as to defeat this idea almost at its start. Distances out here are, of course, very great.

Example of a successful hook-up in the so-called Northwest Triangle—
KGW, KOMO, KHQ (Portland, Seatttle Sowleans). This: is done on

KGW, KOMO, KHQ (Portland, Seat-tiet, Spokane). This is done on Postal Telegraph lines at a cost at around \$30 a program. For the same service, American Tel. and Tel. is said to quote around \$180. In other words, there would be no Northwest Triangle except for Postal's price on

toll lines.

Mac Wilkins & Cole Agency has beer figuring on all All Northwest hook-up to include a dozen stations in Oregon and Washington. So far it's working out wherever there's a Postal line, but when Bell system has the only line available, the charges sound to local advertisers like the French war debt.

Clem McCarthy In Canada Clem McCarthy In Canada Clem McCarthy goes to Toronto on April 22 to broadcast the King's Plate handicap for the Canadian Broad-casting System. Not set yet as to whether it will be carried on any U. S. network.

MORMONS' 107TH ANNI ON KSL FOR 17 HOURS

Salt Lake City, April 6.

Salt Lake City, April 6.
Radio played an important role in
the 107th annual general conference
of the Latter Day Saints (Mormon)
church here this week as KSL devoted approximately 17 hours during
three days of general sessions,
Church uses air extensively to
reach 800,000 converts all over the
world, and owns half interest in station, operated by Radio Service, Corporation of Utah. Sylvester Q. Cannon, church presiding bishop, is
president of corp.

Bill Gellatly in Chi

Chicago, April 6. Chicago, April 6.
William Gellatly, sales manager of
WOR (Newark), in town last week
for a general business conference,
with R. J. Barrett, Jr., chief of the
new WOR sales office here.
This was Gellatly's first official
visit to the WOR independent and
exclusive sales quarters.

WMAZ, Macon, , has Charles Maples announcing on afternoon and Sunday shifts, while Harry Marshall has replaced Basil Hall as news-caster.

MONTREAL GETS NRC IMPORT VIA CRS

Radio pulls another oddity from its top-hat the night of April 7, when Jean Sablon, imported recently from France by NBC, makes a special broadcast for CBS from its Montreal outlet. CKAC.

Sablon was signed by NBC's artists' bureau on the strength of his heavy exploitation as a new Chevali . He made a guest-appearance

heavy exploitation as a new Chevali . He made a guest-appearance
on Vallee's program a few weeks
ago, but when demands came for a
French airi NBC couldn't find
time for bi either of its Canadian stati Result was that
CBS spotted the French personality
for a one-time sustaining airing to
the French-Canadians.
NBC, however, gets a consolation
prize. CBS broadcast will serve as
hypo for Sablon's first personal appearance on this side of the Atlantic
at Loew's, Montreal, starting April 9.
NBC's artists' bureau agented the
date.

INTERRUPTED GAME

'Molly of Movies' Sandwiched in Be-

Mutual web will interrupt airing Mutual web will interrupt airing of opening big-league ball game of season—at Washington 'tween the A's and Senators, which F.D.R. will attend to toss out the first apple—to return to its N. Y. studios and ozone 'Molly of the Movi 3-3:15 p. m. program for Ovalti , which network is unable to shift with sponsor's consent.

work is unable to snik works consent.

After the interruption, airing of the game will be resumed. Instance will be one of few of kind yet to occur on a network. Usually, not much difficulty is experienced in

L. K. Frohman to Wales

L. K. Fronman to Wales
L. K. Fronman has quit Frank
Presbrey to ally imself with the
Wales agency. New York. He took
several accounts with him, but the
only one of these interested in radio
is Nature's Friend, a bird seed.

Has a 15-minute show on NBC
Friday a. m.

WPA Radio Project Anxious to **Attract Sponsor: Trying Programs** Off Beaten Track in New York

WPA's Guest Stars

'Guest' ing radio has even extended to the WPA project. Program now being laid ut ill present Alfred Kreymborg, the poet, who is associate director of project, at anike intervi ing other poets. Guests will not come fro WPA rolls, but will be chosen strictly on their name value.

Honor Lee De Forest

Omaha, April 6.
John M. Henry, of KFAB-KFOR, has been appointed chairman of the Council Bluffs, Ia, chamber of commerce committee to erect a monument to Lee DeForest, radio ventor, who formerly lived in the Bluffs.

Bluffs.
Committee is working on a marker for DeForest's birthplace and will arrange a dedication ceremony to originate via KOIL for early sumer. Committee is also contacting DeForest to appear at the ceremony; the inventor now resides in California.

Packard Summering

Packard summering
Packard ill remain on NBC
through the spring and summer.
Present combination Fred
Astaire and Charlie Butterworth has
five weeks to go, and after that it
will be an inexpensive show.

Voeller's New Business

W. H. Voeller, formerly a Conquest Alliance Co. v.p., has goie into the radio program and commercial film business with 1. O. Witte, in Hollywood.

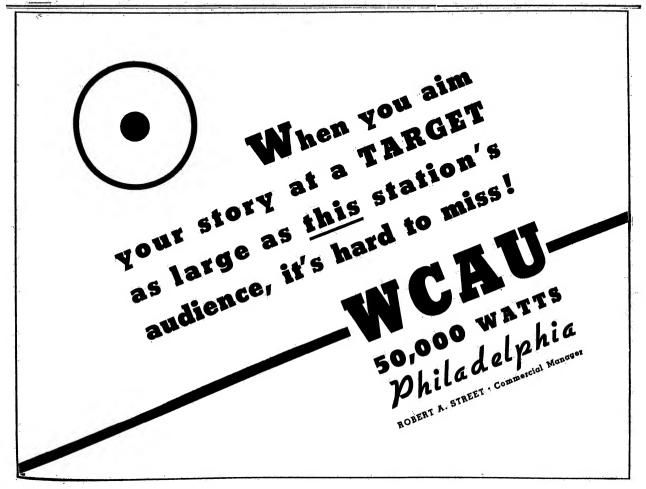
Lett Conquest month ago.

WPA radio project has now begu nutting especial emphasis on producing programs designed primarily with an eye to attracting sponsorship. Firstly, project would like to get a bankroller to take the expenses of its programs off. Government's hands, and, secondly, project wants the prestige that would accrue to outfit if one of its productions proved commercially successful.

Bad blow to project wan NBC yanking: "Professional Parade' weekly variety show off air and replacing it with sustaining period last week. Parade' was only variety type network program project ever handled and for a time there were hopes of selling period to a sponsor. The network dropped it after deciding it was too 'expensive' to carry longer.

New and Original
WPA, in effort to attract bankrollers for productions now running of indice stations around N, Y, has decided best bet is to attempt to produce programs patierned along what project considers new and original lines. First of these starts April 13 on WQXR, N, Y, Called 'Symphoni Dreams,' weekly hour shows will be dramatizations of literary works, for which have been written established but unrelated operatic scores or suites. Among 'em lined up are 'Peer Gynt,' by lbsen, which will be enacted against background Grieg's music, 'Arabian Nights,' score of Rimsky-Korsakov, vantes' 'Don Quixote,' agai of same theme by Strauss.

Another 'original' program idea, slated to start on WQXR on April 29, will be the airing of the complete works of Gilbert & Sullivan in their uncut form. Will take total of three, hours (broken up) for each of the Savoyard shows to be altered, spaced out over three broadcasts. Though G-S pieces have been ozoned many times, they were always in condensed form.



Southeastern Group Invites Weber To Organize New Dixie Loop

Atlanta, April 6.

Groundwork has been laid for establishment of basic Southeastern network of Mutual System, with representatives of 14

network of Mutual roadcasting System, with representatives of 14 stations invited to meet with Fred Weber, general manager of web (Probably next week). Virgil V. Evans, owner of WSPA, Spartanburg, is guiding light behind movement to push chain south from Richmond, Va.

At Evans' invitation, Maurice Coleman, manager of WATL, Atlants; S. C. Andarcho, manager of WBTM, Danville, Va., and Wilton E. Hall, manager of WAIM, Anderson, S. C., and representative of WAIR, sew station at Winston-Salem, S. C., gathered in Spartanburg one day last week, following which they communicated with Weber.

Among those expected to attend meeting with Weber are representatives from stations in Raleigh, ligh Point, Durham, Charlotte, all in North Carolina; Greenville, S. ", Lynchburg, Roanoke and Danville, Va.

Va. Affilation with MBS would be especially beneficial for WATL, Atlanta, which is owned by J. W. Woodruff, Sr., who also owns WRBL, Columbus, Ga., and WGPC, Albany, and if project goes through these two stations would probably be tied into chain. WATL is preparing to hike power to 250 w. WRBL has similar power boost permit.

MIL WSGN, terested

Greensboro, N. C., April 6.
Edney Ridge, manager of WBIG, has turned a cold shoulder to the proposal of Virgil V. Evans, of WSPA, Spartanburg, that Ridge join managers of other stations between Richmond and Atlanta in a conference at Charlotte, N. C., early in April, with Fred Weber, gen-



eral manager of the Mutual road-

eral manager of the Mutual roac-casting System.

Evans flatly stated that at the forthcoming Charlotte meeting the southeastern addition to Mutual will be completed and put in operation. Ridge immediately fired back to Evans a letter declining to have anything to do with the matter and reviewing WBIG's allegiance to CBS. He also sent vans letter to Weber.

Weber.

Latter answered to deny Mutual was promoting the southeastern extension, but said the matter was discussed with Evans because the latter had assured him a number of stations between Richmond and Atlanta could be secured to underwrite the cost of lines and make the Mutual service available to intervening stations.

WIBX Indicates Small Station Wage Scales

Utica, N. Y., April 6.

Station WIBX here credited with maintaining a wage scale for program department employes averaging, way ahead of other 100-watters and better than many higherwatted broadcasters. If this is correct, the weekly salaries may be indicative of the compensation values for the people charged with carrying out local showmanship.

Under chain theatre operation the salaries of house managers in small towns ranges from \$35 to \$50.

Three of WIBX's program department men receive basic weekly salaries of \$35 each; two draw checks of \$30; one gets \$25, and another \$15. Latter two are juniors, with little experience,

Al Mitchell to Don Lee

Al Mitchell, 'The Answer Man' for Provident Loan on WOR, goes Mu-tual web coast-to-coast for sponsors. Starting May 1.

Norman Pierce to Chicago

Norman Pierce has upped anchor after seven years on WMCA, N. Y. Chugged out to Chi to appear or Lipton Tea period aboard WMAQ.

THEY

WENT

CRAZY

with excitement!

For three years, WHIO has broadcast exclusively County and Southwest-ern Ohio District High School Basket

Ball Tournaments. 36,134 fans broke attendance records this year. From phone calls and comments it seemed

like millions heard the broadcasts. Quotes from the Tournament Manager's

letter . . "many people have talked to me and phoned me regarding the broadcasts . . . every one of them ex-pressed sincere appreciation parpressed sincere appreciation par-ticularly complimentary about an-nouncers and their methods . . . also complimented innovation of broadcasting drawings of the tournament

... permit me to express my personal

Just as WHIO is being sold to listeners in this area, your products too can THE TEST STATION

OF THE NATION

Dayton, Ohio

JOHN BLAIR & CO.

appreciation . .

Guest List

AMERICAN CAN (Tu. 9-WJZ)
Apr. 13-Eddie Cantor, Pat O'Shea

A. & P. (Th. 8-WABC) Bert Lytell.

AMER. TOBACCO
(Lucky Strike Cigs)
(Sat. 10—WABC)
Apr. 10—Miriam Hopki
Apr. 17—Lanny Ross.

AXTON-FISHER
(Spuds)
(Sa. 8-WJZ)
Apr. 10-Wrunsky and Babin.
Apr. 17-Little Jackie Heller, Niela
Goodelle, Phil Regan.

BRISTOL-MYERS

BKISTOL-MYERS
(Wed. 9--WEAF)
Apr. 7-The Banjoleers, ison
College Chorus.
Apr. 14—The Tune Twisters, Popikoff.

CAMPBELL (Fri. 9—WABC) Apr. 9—Miriam Hopkins, Hayward, Mady Christi Murray and 'Oswald.'

CAMPBELL TOMATO JUICE (Wed. 8:30—WABC) 7—Not booked.

7—Not booked,
FIRESTONE
(Mon. 8;30—WEAF)
Apr. 12—Richard Crooks,
FORD
(Su. 9—WABC)
Apr. 11—Ruggiero Ricci,
Apr. 18—Nelson Eddy,
FORD DEALERS

(Tu. 9 p.m.-WABC) Apr. 13-Vateeste.

Apr. 13—Vateeste.

GENERAL FOODS
(Calumet)
(Su. 5—WIZ)
Apr. 12—Mrs. William Underwood,
Sanford Bates, Ilvah O'Schaeffer.
GENERAL MOTORS.
(Su. 11—WEAF)

(Su. 10-WEAF) Apr. 11-Helen Gleason, Joseph

GROUP OF BANKS
(Fri. 10 p.m.-WABC)
9—Leopold Stokowski, Wil-

Apr. 9—Leopold Stokowski, William M. Kiplinger.

GULF

(Su. 7:30—WABC)

Apr. 18—Capt. E. Rickenbacker,

Maj. Al Williams.

HEINZ
(M-W-F. 11 a.m.—WABC)
Apr. 7—Ruth Cross.
Apr. 9—Maria Fermielino.
Apr. 12—Richardson Little Wright.

Apr. 12—Richardson Little Wr.
INTERNATIONAL SILVER
(1847 Rogers Bros.)
(Su. 4:30—WEAF)
Apr. 11—Not booked.

JELLO (Su. 7 p.m.—WEAF) 11—Not booked.

KRAFT
(Th. 10-WEAF)
Apr. 8-Victor McLaglen, Florence
ake, Kathryn Meisle.
KOLYNOS
(Tr. 8-WARC)

(Tu. 8-WABC) Apr. 13-Fred Hauffsmith, Louise

LUX (Mon. 9-WABC)
Apr. 12-Walter Hus
Bainter, Nan Sunderland. Huston, Fay

MAXWELL HOUSE
(Th. 9-WEAF)
Apr. 8-James Froman, Ford Frick,

NAT'L DAIRY (Sat. 8—WEAF) —Ethel Merman,

NASH (Sat. 9-WABC) Apr. 10-Not booked. R. J. REYNOLDS (Camel Cigarettes) (Tu. 9:30—WABC) 3—Not booked.

Apr. 13—Not booked.

ROYAL GELATINE
(Th. 0-WEAF)

Apr. 8—Henry Hull, Edgar Bergen.

RCA

(Su. 2-WJZ)

Apr. 11—Dudley Digges, Vera Allgood, Erna Fack, Lauritz Melchior
(from N. Y.), Guan Darienzo orch.

SHELL

(Sat. 9: 30-WEAF)

Apr. 10—Greta Stueckgold, The
Rancheros.

Malcolm Parker to WICC

Malcolm Parker to WICC

Malcolm E. Parker this week
switched from program direction of
WELI to New Haven sub-station of
WELC, replacing Carlton A. Weidenhammer, who has joined WOR announcing staft.
Parker's exit from WELI means
promotions for Charles Wright and
Jay Coffey and hiring of Martin Weyman of New Haven as spokesmancontinuity writer.

continuity writer.

Mrs. Elaine S. Carrington, author f 'Pepper Young's Family,' NBC etwork show, due back from of 'Pepper network s Florida.

Mills in Minnesota Denies Charges; Nebraska's Law Called Too Harsh

Minneapolis, April 6.

ASCAP was charged before the Minnesota general legislation committee with having a monopoly on popular music, and using it to extort. exorbitant sums from radio broadcasters and other commercial users of music.

Occasion was a public hearing on a bill which would force ASCAP to list prices on its copyrighted music at a price per piece and to abandon its present practice of charging flat blanket license fees.

its present practice of charging flat blanket license fees. Denying the charges, E. C. Mills of New York city, ASCAP general manager, asserted the measure is merely an attempt by radio broadcasters to escape paying a fair price for the music which they now use. Representatives of radio stations urged passage of the bill. The committee took the matter under advisement.

Lincoln, April 6.

Legal counsel for the Nebraska unicameral legislature opined that that the anti-ASCAP measure, as it now stands, takes in too much territory and will be found unconstitutional if passed when it comes before the Supreme court.

Bill was submitted by Senator Frank Brady, and backed by several other state senators. He hoped to see the Sherman Anti-Trust law incorporated in the state statutes as it has been in Montana and Washington. Bill is now stymied unless it is amended and its scope softened.

Washington, April 6.
Minor changes in present copyright laws, taking official cognizance of broadcasting, were proposed in Congress last week by Senator Morris Sheppard of Texas. Measure went to Patents Committee, which

went to Patents Committee, which currently is sitting on the Duffy bill to overhaul the entire copyright act. Principal suggestion by Sheppard was a new section which would be added to present provisions impos-ing punitive damages on willful in-fringers. Texan fathered idea of in-

CBS' News Studio

serting new language authorizing just' compensation for unauthorized broadcasting of protected works and placing responsibility for transcription violations on disc makers. Sheppard idea recognizes the principle for which independent broadcasters have fought for years, namely, clearance at the source, an idea which is repugnant to networks. In stipulating the radio infringers are liable for 'such damages as to the court shall appear to be just,' the Texan proposed a clause which puts liability upon the originating station. Responsibility in cases of recordings is placed exclusively on the maker and distributors.

Other changes in the Sheppar bill would add a provision that protection notice must specify which

bill would add a provision that pro-tection notice must specify which version or have been version or registered.

South American Rates Up

Buenos Aires, March 26. Buenos Aires, March 26.

Time rates for Radio Belgrano and affiliated stations of the Primera Argentina de Broadcasting chair have undergone another increase of 10%. Last upping was in November, 36, when rates were increased in some instances as much as 30%, depending on favorableness of hours.

New jumes are affective all universe affective

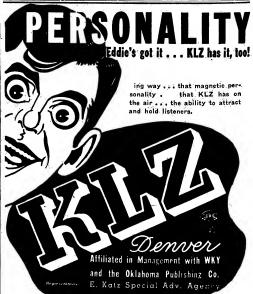
on favorableness of hours.

New jumps are effective all way down the line, starting at 9 am. to 1 am. System in S. A. is slightly different and is not uniform. Charge depends entirely on the hours desired with best getting most coin.

George Heid at KDKA

ittsburgh, April 6.
After two years as program di-rector at KQV and staff artist with station's affiliate, WJAS, George Heid station's affulate, WJAS, George Heid has resigned to go with KDKA. There he will continue as singer and also assist in handling and production of Artists Service acts for both personal appearances and radio work. He is a former vaudevillian and musical comedy performer.







IT HAD TO COME!

Alert buyers of broadcasting knew that some day someone would offer a method of coverage based on cost per LIS-TENER not cost per STATION. That day has arrived! The new WLW line from Cincinnati to Pittsburg to Philadelphia to New York provides PRIMARY coverage throughout an area that produces over 30% of the nation's sales volume. There is no other facility that thoroughly covers SO MANY radio sets at SUCH LOW cost.

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TRANSAMERICAN BROADCASTING AND TELEVISION CORP.

JOHN L. CLARK, President

Complete Broadcasting Facilities Wired and Transcribed

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333 North Michigan Avenue STAte 0366 **HOLLYWOOD**

5833 Fernwood Avenue HOllywood 5315

DARRELL MARTIN GETS LOCAL COMMERCIAL

ittsburgh, April 6.
Radio columnist of Post-Gazette
Darrell V. Martin, signed by Brents
Cleaning Shops for 48 programs on
WWSW, three a week for 16 weeks

WWSW, three a week for 16 weeks.
Martin hits the air waves Monday,
Wednesday, and Friday at 6:30 p.m.
for 15 minutes in a potpourri of
questions and answers, news, gossig
and guest stars. Tied in with theatres, he's offering free film tickets
first listeners sending in their
to a blind biography of
some air celebrity he retails into the
mike and sponsor is litewise offering \$5 books of cleaning tickets for
anybody sending in questions having
to 76 with radio and its personalities
that stumps the radio ed.
rogram is cross-fire between

rogram Marti ram is cross-fire between

waru and Kay Balle, WWSW announcer.

At same time, Charlie Danver, conductor of Post-Gazette's daily Pittsburghesque column, wound, up eight, week, twice-a-week gossip series on WCAE for Yellow Cab Company and is now dickering with local brewery for similar type of program. Still a third Post-Gazetter, Al Abrams, of sports staff, is reported in line for baseball show to start late this month. He did a football program on WWSW last fall for a beer account.

WMCA's Horse Bally

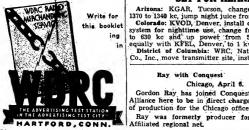
Under heading '3,383 Men on a Horse sales promotionist Al Rose is brochure-ballyhooing WMCA, New York's horse racing reports. Agencies get 'em this week.

Number 3,383 is daily average who entered handicappers contest con-ducted by WMCA sponsor, Webster-

a NEW Merchandising Tie-up

PLAN

For Advertisers on WDRC



F.C.C.'S WASHINGTON DOCKET

DECISIONS

Washington, April 6.
Arizona: KOY, Phoeni granted night power jump

from 500 watts to 1 kw.

Idaho: KRLC, H. E. Studebaker, Lewiston, granted changes in equipment and installation of vertical

Indiana: WHBU, Anderson, ranted installation of

automatic frequency control.

Iowa: C. E. Wilkinson Broadcasting Co., Inc., application for new station to be operated on 1210 ke with 100 watts, heretofore set for hearing, dismissed at request of applicant.

Maryland: WTBO, Cumberland, denied petition asking commish to reconsider action of March 16, in designating for hearing application for transfer of control from Roger W. Clipp and Frank V. Becker to the Delaware Channel Cor., and grant the same without ing co

Missouri: Fields McCarthy Co., Poplar luff, ac-cepted appearance filed late through misunderstanding, in re application for new station to be operated on 1310 kc with 100 watts days only.

New.: ; WMBQ, Brooklyn, granted temporary interim authority to Joseph Husid, receiver, to continue operation of station for 60 days, pending decision on applications from WWBL, Paul J. Gollhofer and on applications from WWBL, Paul J. Gollhofer and Lillian Kiefer, for the facilities of WMBQ, as well as application for renewal of license of WMBQ and an application from WMBQ for permit to install new equipment, move stati, make changes in antenna, which were heard by Examiner Walker Feb. 16, 17 and 18, not yet reported (temporary license granted to receiver is specifically subject to recall and cancellation by commish, without advance notice or hearing at any time)

time).

WSAY, Brown Radio Service and Laboratory, Rochester, granted continuance of hearing on application for power change from watts daytimes to 100 watts nights, 250 watts days.

Oklahoma: KGFF, Shawnee, denied 60-day postponement of hearing on application for frequency change from 1420 to 1430 kc and night power boost from 100 to 250 watts.

Pennsylvania: Philadelphia Radio Broadcasting Co., Philadelphia, granted petition to be made respondent in the hearing of the application of Abraham Plotkin for new station in Chicago to be operated on 1570 kc

South Carolina: Carolina Advertising Corp., Colum-South Carelina: Carolina Advertising Corp., Columbia, granted petition to reopen the record to authorize the taking of additional evidence in support of its application for a new station at Columbia to be operated on 1370 kc with 100 watts nights, 250 watts, days.

Texas: KTEM, Temple, granted day power jump from 100 to 250 watts; A. H. Belo Corp., Grapevine, granted new high frequency broadcast station, frequencies 1500, 23 600, 3 600, 3 600, 41000 be with 100

granted new high frequency broadcast station, frequencies 13,600, 35,600, 35,600 and 41,000 kc, with 100 watts; KRLH, Clarence Scharbauer, Midland, application for frequency change from 1420 to 1210 kc denied as in cases of default, commish sustaining Examiner as in cases of P. W. Seward.

SET FOR HEARING

Arizona: KGAR, Tucson, change frequency from 1370 to 1340 kc, jump night juice from 100 to 250 watts. Colorado: KVOD, Denver, install directional antenna system for nighttime use, change frequency from 200 to 830 kc aid up powed from 500 watts, sharing equally with KFEL, Denver, to 1 kw.

District of Columbia: WRC, National Broadcasting Co., Inc., move transmitter site, install new equipment

Chicago, April 6.

Ray with Conquest

Gordon Ray has joined Conquest Alliance here to be in direct charge of production for the Chicago office.

and vertical radiator and jump juice from 500 watts nights, I kw days, to I kw nights, 5 kw days.

Georgia: WKEU, riffin, install vertical radiator, change frequency from 1500 to 1310 kc, and increase power and time of operation from 100 watts days only to 100 watts all times; WRBL, Columbus, install new equipment, change frequency from 1200 to 1330 kc, boost power from 100 watts nights, 250 watts days, to 250 watts nights, 500 watts days.

250 watts nights, 500 watts days.

11 Illinois: Key City Broadcasting Co., Kankakee, new station to be operated on 1500 ke with 100 watts.

Louislana: KTBS, Shreveport, change frequency and power from 1450 kc, 1 kw unlimited, to 620 kc ith 500 watts nights, 1 kw days.

Minnesola: KROC, Rochester, make changes in equipment and boost day power from 100 to 250 watts. Nebraska: Clark Standiford, L. S. Coburn and A. C. Sidner, Fremont, new station to be operated on 1370 kc with 100 watts.

North Carolina: WDNC, Durham, install new equipment and directional antenna system for night use, change frequency from 1500 to 800 kc and boost power from 100 watts to 1 kw.

'Utah: Dân B. Shields, Provo, new station to be operated on 1210 kc with 100 wat.

NEW APPLICATIONS

Alabama: WJBY, Gadsden, authority to install auto-atic frequency control.

Alabama: WJBY, Gadsden, authority to install automatic frequency control.

California: KGB, Don Lee Broadcasting System, San Diego, install new transmitter, erect vertical antenna, increase power from 1 to 5 kw.

Florida: WJNO, West Palm Beach, authority to transfer control of corporation from present stockholders to Jay O'Brien; W. W. Luce, Fort Lauderdale, new station to be operated days on 1050 kc with 1 kw.

Illinois: WROK, Rockford, authority to transfer control of corporation from Lloyd C. Thomas to Rockford Consolidated Newspapers, Inc., 10 shares common stock.

Consolidated Newspapers, Inc., 10 shares common stock.

Kaissas: KFBI, ilene, voluntary assignment of ilense to the Farmers & Bankers Broadcasting Co.

Massachusetts: The Hampden-Hampshire Corp., Holyusing directional antenna day and night.

Michigan: King-Trendle Broadcasting Cor., Detroit, authority to transmit programs from WXYZ, Detroit, to stations of the Canadian Radio Commission.

Nebrasks: Sam Klaver and Nathan Belzer, Omaha, new station to be operated on 1420 kc with 290 watts.

Texas: KCMC, Texarkana, make changes in transmitting equipment and increase power from 100 watts all times to 100 watts nights, 250 watts days.

EXAMINERS' REPORTS

Alabama: Smallie for Anniston received the nod from Examiner Ralph L. Walker, although the appli-cant, Isadore Goldwasser, appeared short of the cash

from Examiner Ralph L. Walker, although the applicant, Isadore Goldwasser, appeared short of the applicant, Isadore Goldwasser, appeared short of the cash necessary to construct and operate a transmitter.

Area proposed to be served receives no daytime prinary service, Walker contended and, while Goldwasser's 'financial resources appear to be somewhat limited,' examiner deemed them to be sufficient. Goldwasser displayed assets of \$3,000 cash, a \$1,000 first mortgage on land and real estate, and rented real estate valued at \$3,000.

nortgage on land and real estate, and rented real es-tate valued at \$3,000. Question of objectionable interference to WSFA Montgomery, was dismissed by the examiner, who said if will probably not result from granting Goldwasser's plea for a daytime 100-watter on 1420 kc.

Applicant was represented by Paul D. P. Spearman, while commish was attorneyed by Hugh B. Hutchinson.

A. E. NELSON WHOOPS IT UP FOR HOME TOWN GAL

Denver, April 6:4: Jean Dickenson, Denver soprano, under contract to NBC in N. Y., and singing over two sustainers weekly there, came home for the first time there, came home for the first time after signing with NBC. Was met at the union station by KOA mikes and interviewed by Clarence Moore, and interviewed by Clarence Moore, and other was a station manager. Mayor Ben Stapleton also welcomed the singer, and chorus of 100 from the school where bean got most of her trai ing sang. The welcome was outdoors.

She sang over KOA again on the same program that, heard in New York, was the cause of her being signed by NBC. While here she ill make her operatic stage debut, singing with the San Carlo Opera company "Rigoletto."

'Rigoletto.'

Commerce Talks Go On

Washi , April 6.

Seven-week extension of weekly radio talks sponsored by U. S. Department of Commerce was arranged last week, carrying the series through the end of May. Feature goes on CBS network.

Devoted to discussion of history and importance of leading industries, commentators so far have gabbed about railroads, paint, iron and steel, electrical goods, fisheries, automobiles, baking, paper, office appliances, rubber, and textiles. Remaining stories deal with building and construction, farm machinerly, sugar, lumber, coal mining, meat packing. lumber, coal mining, meat packing shipping, and recreation and sports

Stewart Sisters now spotted on a



NEW

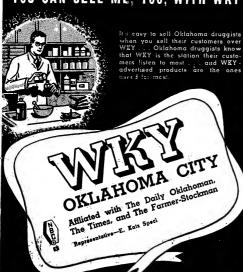
Programs . Talent Plus

MERCHANDISING It's Now

IN KANSAS CITY

Sacrchinger to Lecture

"YOU CAN SELL ME, TOO, WITH WKY"



CANADA'S TIME SPAN PROGRAM HANDICAP

Winnipeg, Can, April 6.

'Atlantic Nocturne,' Sunday night
slumber program, spurted out over
Canadian Broadcasting Co, isn't
getting much response from stations
in western part of Dominion, and
demonstrates quite clearly difficulty
CBC encounters in plotting programs for complete Canadian
coverage.

coverage.

'Nocturne' originates on CHNS, Hallfax, Nova Scotia, on the extreme eastern end of Dominion. It's timed there at 11 p.m., ideal for slumber hour. But i Winnipeg it's only 9 p.m., deemed too early by folks to hear bedtime music. And on the west coast it is only 7 p.m., which finds the natives just preparing for the evening's fun, and certainly not interested in being lulled to sleep. Consequently the west coast out.

Consequently the west coast out-lets are passing new period up en-tirely. And around here it is getting tirely. And around here it is getting but spotty pickup. In Winnipeg. CKY, after first figuring to carry 'Nocturne,' has now decided to con-tinue with locally produced yox pop

Brothers-in-Law Run WAIR

Cesar Saerchinger, who recently resigned as CBS' European rep, is coming over from London early in May for a lecture tour now being lined up. Will spiel on classical m



Showmanship at 7:45 A. M.

WBNS, Columbus, Dumps Records for Pretentious Local Live Talent Show

Early morning live-talent shows are nothing new here (or elsewhere) one been tried lo-

cally on as ambitious a scale as the hour-long show, Start the Day Right, which WBNS debuted Mon-day (5).

day (5).

Backed up by ine-piece swing band, the program includes Yvonne Isle, girl vocalist; the Offbeats, vocal duo, and a male vocalist yet to be selected. Program goes daily at 7:45 am, on a participation basis and replaces a recorded musical clock

Jack Price is producing with Jim Yerian as m.c. and John McGeary

Pall Mall Seeks Breaks

Pall Mall Seeks Breaks
Past week's most active spot account 'was Pall Mall cigarettes.
Compton agency, which is handling
it, contacted station reps asking that
they submit all the, chain breaks
their outlets had available. It is the
agency's idea to find out whether
there 'are enough such announcement spots, around the country to
make it worth while for a campaign.
Meanwhile. Pall Mall has taken a
daily spot on Walf. New York, for
a sports review by Ford Bond. It's
mostly in the nature of a test.

KLZ's Mystery Thrillers

Denver, April 6.

A series of programs has been started over station KLZ of serial mystery thrillers. Each story is one week long, with an installment each night for five nights. Program is sustaining, directed by William Foulist of state expenience.

sustaining, directed by William Fou-lis, of stage experience. In the cast are Ernest Robinson, Lawrence State McCool and C. J. Paul Keith, corge McCool and C. J. Sorenson, and the control of the contr

More Versatility

Pittsburgh, April 6.
Flexibility is no name
WCAE's staff. Five former
members of the station's dramatic troupe, Norman Twigger,
Marx Hartman, Carl Dozer,
Marx Hartman, Carl Dozer,
Mobert Magee and Lester Williams, are now announcers. The
studio's ex-newsreeler, Jimmy
Murray, is now the publicity
director. The head of production, Dave Olson, doubles as an
actor and so does the program
director, Ed Harvey, who also
does original scripts iring.
Former office boy is in the
traffic department, Solly Goldsteti is currently a member of
the continuity staff and Dorothy
Devlin, who operates the switchboard, doubles as an actress
special programs.

'ANONYMOUS' JUDGE AS BAR ASSN. CIRCUMVENT

iladelphia, April 6.
Program similar to 'Good Will Court' is being experimented with locally' by WFIL. Sponsored by jewelry retailer, half hour is called 'Court of Human Relations.'
Is presided over by anonymous local judge who gives advice on family quarrels, and such stuff. Dramatizations and character provided by staff.

Two Leave WIP, Philly
Philadelphia, April 6.
Resignation turned in by Jack
Barry, WIP gabber. He joins special
events staff at WJSV, Washington.
June Collins, of program department,
also quit. No new connection.

Arnold Is Tom Rocap on WIP's 'For Men Only'

WIF'S FOR MER URLY
Philadelphia, April 6.
WIP, which has already built assorted transcription discs into mythical Barry Sloan and his orch, continues inventing. Newest is 'Gene
LaRoux,' who gushes sticky sweet
stuff in Frenchy tones for Fox-Weiss
ET prog designed for femmes.
Harry 'Feigenbaum ad agency,
which sets show, has another quarter
hour immediately following it called
'For Men Only.' Sponsored by P. B.

For Men Only.' Sponsored by P. B.
White Tailoring Co. 'Tom Rocap,'
whose masculine voice emces, is
Murray Arnold, station's p.

Atlantic City's Mayor Would Retain Station

Atlantic ity, April 6.
Several proposals to lease and to purchase Municipal Radio Station purchase Municipal Radio Station WPG are revealed by Mayor Charles D. White. Three propositions submitted to rent the broadcasting station and an equal number of offers for outright purchase. Mayor would not reveal the names of the parties interested nor the terms of their

offers.
Mayor
offers to offers.

Mayor he would submit the offers to. City Commissioners shortly, but that he personally thought it would be better for the city to operate the station. We have a very valuable franchise, Mayor White said, 'and I believe we should do everything possible to protect it.' WPG was formerly leased to CBS on a percentage basis, but the city failed to receive any revenue.

Alan Cormack to L. A.

San Francisco, April 6.

Alan N. Cormack, Traffic Manager for CBS, Pacific Coast Division, has shifted his office to the network's Hollywood headquarters. Move, effective Monday, was due to increased transcontinental ori inations in the cinera of the common division.

transcontinental ori inations in the cinema city.
Web's traffic headquarters will remain in San Francisco, with Cormack dividing his time between the two cities. His assistant, Connie Blake, will take charge here while Cormack is couth.

Scripps-Howard Supports Cleric's Bid; Says Jesse Jones Monopolizes Houston

Salesmen

New York indi station is located not far from a public bridge-table parlor, and some of broadcaster's salesmen of broadcaster's salesmen making the spot a well-patronized recreation nook during work hours. A quartet of 'em regularly meet. in spot and sit in for some bridge. They exit singly, spaced 10 minutes apart, and return to station remarking what a tough day they put in.

Station employs its program peddlers on commish only.

WJJD BANS FOREIGN LANGUAGE PROGRAMS

icago, April 6. Ralph Atlass has cleared his WJJD Ralph Atlass has cleared his WJJD station of all foreign programs in a blanket order, washing all dialecticians off the transmitter on the expiration of existing contracts. Which means that by May 1 the station will be carrying only what passes for English.

English.

In the mop-up goes what has been one of the outstanding foreign shows in the Chicago area, a Polish program, which has had a three-year ride on the station.

Blair's Phoenix Switch

Chicago, April 6.

Due to the Burridge Butler (WLS) invasion of Phoenix, Ariz., with his KOY. station, the KTAR station in Phoenix is calling off its representation deal with the John Blair, firm as of April 15.

Blair, which has been repping KTAR, also is national sales rep for the WLS, Chicago, station, and it's understood that Butler wants Blair to handle both KOY and WLS.

Houston, Tex., April 6.

Application of Dr. William States Jacobs, local retired Presbyterian-minister, for a stati license is slated to come up before the Federal Communications: Commission tomorrow (7). In a preliminary tkirmish on the issue, staged here last week, church and organized labor interests lined themselves strongly behind Dr. Jacobs.

Houston Press, of the Scripps-Howard chain, entered the fight being waged in the elergyman's behalf with a columnar campaign charging that all three local outlets, KTRH, KPRC and KXYZ, are controlled by Josse H. Jones interests and constitute a monopoly. Press also disclosed that the Bayou Broadcasting Co., which has filed for a new station i Houston, is headed by James Rockwell, a director of the National Bank of Commerce, which is owned by Jones.

Claims Censership

Claims Censorship

by Jones.

Claims Censorship

Depositions taken here, last week showed that Dr. Jacobs conducted a Sunday program over KXYZ until a year ago when the station put him off the air for allegedly strong expression in behalf of labor. Representatives of labor stated before the deposition taker that Houston had need of a station, which would serve as, a volce for labor's educational program. E. E. Stokes, secretary of the local mustisms union, stated that Dr. Jacobs' station would employ live musicians instead of using phonograph records and transcriptions, while Sam Rosmarin, former WXYZ employee, testified that there is enough advertising available to support another station.

Officials of civic associations, clergymen and government officers also agreed that there was room for another station.

Dr. Jacobs wants 1,000 wat 1210 k.c.

WBRY, Waterbury, done with one-week talent tournament in local ar-mory.



advertisers on WLW "GET THE BREAK"

Tuning first to WLW 1s a national habit, because it is clearly heard and worth listening to—and always has been

THE NATION'S STATION

TWO-LANGUAGE POLICY DECLARATION PUTS CANADIAN RADIO BACK IN POLIT

Gladstone Murray from England Becomes Partisan WWL Remotes From Link Football as Outs Pounce Upon Ins Suggestion-One-Third Canada Is French

Montreal, April 6.
Instant dismissal of Gladstone Mur-, general manager of the Canadian adcasting Corporation, has been demanded by Hon. R. B. Bennett, ex Minister of Canada and now leader of His Majesty's Loyal Oppo ition. Stormy session on the floo of the House of Commons follower Murray's address two days previous

Man or or or or or

BRAGGIOTTI

ARGE

Colgate-Palmolive-Peet

Thurs, Fri. WABC - CBS

JERRY

Management COLUMBIA ARTISTS RUREAU

GULF

COOPER

KRUEGER BEER Mondays at 10:30 PM... WEAF - NBO DRENE SHAMPOO

Wednesdays at 7 WEAF - NBC Thursdays at 7: WJZ - NBC

baker

THE GREAT AMERICAN E D I T O R L F R E F I N I COMPANY

SUNDAYS 7:80-8 P.M., EST WABO CBS

NBC Network - Weekly

NOW Capitol, Washington
"Fray and Bragglottl are nothing
short of elegant."—Washington Herald.

JACQUES

FRAY

be taken.

In his first public outline of the broadened policy of the CBC, Murray is reported to have stated: There is a very important development con-

orosaenea poncy of the CBC, Murray is reported to have stated: There
is a very important development connected with the public service of
broadcasting in Canada, and the
whole of Canada must realize that
we have two parent languages. We
must be ready and willing, and we
should be anxious, to accept the
heritage of these parent languages
with their storehouse of literature
and history, and the Canadian Broadcasting Corp. is pledged to make
Canada bilingual, and to eliminate
these differences of opinion.

What Murray was obviously referring to was that series of complaints which is consistently being
laid before the government regarding CBC time allocated to renchand English programs, the sound and
fury coming from leaders of religious factions and the proponents of
nationalism, whether French or English. Each group continues to attack
the other, the religious issue being
paramount. It could be gathered
from Murray's speech, however, that
it was the resolute aim of himself
and his colleagues to maintain the
Domi ion's radio service above all
suspicion of propaganda, religious or
political; he has found that, with so
many sectional differences, this is
easier said than done.

A social factor which his detractors

political; he has found unty what many sectional differences, this is easier said than done.
A social factor which his detractors apparently refuse to face is that one-third of Canada's population is French-speaking. This has had no effect on English-speaking complainants, who charge that too much radio time is being devoted to French language programs, nor on French-

ly before the Canadian Club at Mon-treal when he (Murray) stated it was the CBC aim to make Canada bilingual and to eliminate French and English factional differences. An invitation has been promised by Premier King before any action will

ants, who charge that too much radio time is being devoted to French language programs, nor on French-speaking complainants, who take the view that their compatriots are not receiving fair treatment and that there are too many English language programs being broadcast by CBC.

Govt. Disowns Remarks

Murray's statement has had the result of again making Federal-controlled radio a political football, despite the hands-off promises of the past. Standing between the two fires of the Liberal and Conservative parties has always been the director of government radio, no matter which party is in power. Murray has not been the first to act as the target, but he was promised a free hand-prior to being induced to leave the British Broadcasting Corp. In the meantime, in answer to Opposition Leader Bennett, Prime Minister King publicly stated that the Murray remarks were not authorized by the government and that no responsibility would be taken by the government for the remarks' made.

Victor Bovee, formerly on the staff of the Sioux City Tribine, now with Central States Broadcasting System. Allows Don Finlayson to return to his regular post in the promotion department in charge of arrangements for special events.

THE O'NEILLS" NOW RADIO'S MOST POPULAR FAMILY BRINGS YOU MORE AUGHTER TEARS AND HEART-THROBS Presented by Ivory Soap - 99 44/100 0 0 pure LISTEN TWICE DAILY NBC Blue Network, Mon. to Fri. 11 a.m. EST NBC Red Network, Mon. to Fri, 3:45 p.m. EST COAST TO COAST DIF., BLACKMAN ADVERTISING, INC. MGT. ED WOLF-RKO BLDG., NEW YORK CITY

At Gulfport, Mississippi

At Gulfport, Mississippi
New Orleans, April 6.
WWL will inaugurate a daily halfhour program from studios located
in the Hewes-Marti building in
Gulfport, Miss., under the sponsorship of the Gulf Coast Advertising
Association. Opening program will
begin April 12. Big wigs of the Coast
will speak on the programs, which
will call attention to the section
as a summer and winter resort.
Captain W. I. Webb, formerly with
WGMC and safety engineer, arranged the details for the programs.
Local talent will be used.
Purchase of WMFN, Grenada,
Miss., by P. K. Ewing, vice-president of WDSU, New Orleans, was
disclosed Friday (2) when the Attala
Broadcasting Corp., operators of
WMFN, recently moved to Grenada
from Clarksdale and asked the FCC
for voluntary assignment.

voluntary assignment

F. C. C. STARTS **RURAL CHECK**

April 6. Wachi Washi April 6.
Supplemental study of listener preferences, seeking more dope upon which to base revised polici and allocation plans, is under way through joint effort of the Federal Communications Commission and Post Office Department. Dial-twist ers in rural areas are being handed questionnaires asking.

ers in rural areas are being handed questionnaires asking of questions about reception, ence, and service.

New survey is broader than that undertaken two years ago as preliminary for the reallocation conference, while the type of inquiry is expected to answer objections that the previous results were not properly informative. Fewer cards are going out—31,000 against 100,000 on the initial round-up—but the inquiries are out—31,000 against 100,000 on the in-titial round-up—but the inquiries are more specific. Commish engineers hope to avoid a mere popularity poll, which the first study turned out to be.

be. Going into more detai Going into more detai engineers ask for stations on which most satisfactory reception is enjoyed both night and day, extent of interference, age of receivers, and comments. Before, knob-turners told the Commish which station they listened to most frequently, which produced info that industry engineers said reflected program tastes rather than quality of service. Different wording has been used this time to get around such misunderstanding.

Quizzers will tackle only resident Quizzers will tackle only residents of towns and villages, no cities being included. Cards go out via post-masters fourth-class offices, located in places under 1,500 population. Previously, blanks went to persons on list of Agriculture Department contract-signers. ment contract-signers, ich was impossible this time, since that gov-ernment agency is short-handed and ernment agency is short-handed and could not co-operate in distributing question sheets. Consequently, the new data will not be strictly comparable with original findings, which demonstrated clear-cut preference for clear-channel transmitters and gave advocates of super-power considerable oral ammunition.

Without Charge to Whom' Is the Ouestion at WBIG

reensboro, N. C., April 6.

'Be glad to run them as paid political advertising' was WBIG answer to offer of National Committee
to Uphold the Constitution to supply
without charge electrical transcriptions of speeches by opponents of
the President's court reform proposals. Committee, with headquarters at 205 East 42d street, New York.
Offered waxed 'speeches by Senators Bert Wheeler, Carter Glass,
Champ Clark and Gorald Nye. Congressman Sam Pettingill, Columnist
Dorothy, Thompson, Historian James sboro, N. C., April 6.

gressman Sam Fettingil, Columnist Dorothy, Thompson, Historian James Truslow Adams, Grange Master Louis J. Taber, Frank Gannett, Rochester publisher. Latter is main force back of com-mittee's forming.

Scared Into Scoop

St. Louis, April 6. St. Louis, April 6.
Opportunity almost knocked
down Les Crow, WTMV's news
editor Wednesday (28) and, as
result, station beat all other
stations here, as well as daily
rags on bombing of Vic Doyle
Ringside Cafe, East St. Louis

easino.

Crow was passing place when pineapple exploded at rear door, concussion blowing front door almost in Crow's face. Three minutes later the news of bombing via telephone and Crow's assistant, Gene Hogan, was on the air.

APRIL FOOL'S DAY **ACTIVE FOR RADIO**

Washington

washington,
Entering into the spirit of April
Fool, NBC Washington transmitters,
WRC and WMAL, assigned all spot announcements and routine program handling during the day to 18 gal members of the staff.

handling during the day to 18 gal members of the staff.

Regular announcers were given a holiday while the irls pinch-hit for them, and listeners accustomed to masculine voices were startled by treble chirps. Entire 'Home and Farm Hour' was handled by Hazel Smith, NBC traffic bureau employee, who did such a commendable job that NBC's New York ha, wired congratulations. ven the Arlington time signals were handled by female talent, studios being taken over from 9:39 a. m. to 4:45 p. m. by sal members of the office staff.

Only slips occurred when two sales officials were pressed into service as April 1 announcers. Kenmeth Berkley, manager of, WRC and WMAL, and Albert Johnson, chief engineer, both had m-mike f-fright.

Syracuse, April 6.

WFBL vox poppers were doing an April Fool sidewalk interview with questions framed along that theme. Paul Brenner inquired questions trained along that theme. Paul Brenner inquired one medestrian who had been put through his paces: 'And now, sir,' may I ask your name?' 'Bud Squires of WSYR' was the bland reply.

KLRA. Little Rock. Moves

Little Rock, April
Radio station KLRA, Little Rock,
moved into its new home in the Arkansas Gazette building April 1,
making the transfer from their old
quarters a block distant without
missing a moment on the air.
Pending power increase no formal
ceremonies will be held and station
will continue to be "KLRA, Columbia's "Station for Arkansas." It is
planned later to become "KLRA, the
Arkansas Gazette Station." Newspaper recently purchased block of
stock in broadcasting corporation.
Directly across the hall KGHI, sister 100-watter, ils located. Both stations maintain separate business offlees adjacent to studios.

Canada Dry's Vex Pep
Worcester, April 6.
idewalk interviews started here
last week in a new three-a-week
series; on Monday, Wednesday and
Friday nights, from 7.45 to 8, over
WTAG. Chester Gaylord, chief announcer is conducting programs for
Canada Drys.

Canada Drys.

Programs are staged in front of
Capitol theatre which also is involved in hookup. After first broadcast, it was necessary to increase police protection to handle crowd

"BARON MUNCHAUSEN"

JACK PEA

RALEIGH and KOOL CIGARETTES WJZ-10 P. M. E.S.T.-Fridays NBC Network

Die. A. & S. LYONS, Inc.

"The Musical Tonst of the Southland"

G. M. Acceptance Tags John Hughes News Periods

San Francisco, April 6.
Seven quarter-hour newscasts
weekly at 6 p.m. PST are bein
aired from KPRC by John B. Hughes,
with the General Motors Acceptance
Corp. signing the checks. Seri
which began April 1, is also hear
over outlets of the Mutual-Don Lee
web. San Francisco, April 6

web.

Hughes also continues his three,
ten-minute news spots daily over
KFRC for Borden's Chocolate Milk.

H. ross, chief of the news department, WHO, Des Moines, on trip to Washington, D. C., and New York



JOSEF CHERNIAVSKY the Murical Cameraman resented by 1847

ROGERS BROS. very Sunday at 4:30 p.m., EST

COAST-TO-COAST Red Network • NBC



Fred Allen **Portland Hoffa**

in "Town Hall Tonight" SAL HEPATICA-IPANA EAF-Wednesdays 9-10 P.M.

Dir. WALTER BATCHELOB



Francis CRAIG NBC Mondays, 11:30 p.m., CST WSM Management—CRA

HELEN GLEASON

Sensational Young Singing Star

~f

"FREDERIKA"

IMPERIAL THEATRE, NEW YORK

718

Four seasons with the Metropolitan Opera Co. Acclaimed as the greatest "Musetta" in Puccini's opera, "La Boheme," of the past twenty-five years.

St. Louis Municipal Opera, summer, 1936. Created two new box-office records that stood for eighteen years in "The Bohemian Girl" and "The Merry Widow."

GUEST ARTIST

GENERAL MOTORS
CONCERT

April 11

N B C

Personal Representative
LEO ERDODY
711 FIFTH AVE., NEW YORK CITY
WICKERSHAM 2-2100

HERE AND THERE

WISN, Milwaukee, this week com-menced erecting news transmission tower and station.

Lyle DeMoss president at the char-ter meeting. DeMoss is program di-ter meeting. DeMoss is program di-

Al Clauser and his Oklahoma Out-laws are back at WHO, Des Moines, after several weeks spent in Holly-wood making a picture with Gene Autry for Republic ictures.

WEBC, has inaugurated a job-cli ic program titled People for Sale, which seeks to obtain employment for jobless youths between ages of 18 and 25.

Although the 20,000 copies of the WHS-lowa Barn Dance Frolic 1937 souvenir picture book have been out less than a week, more than 12,000 copies have already been sold at a quarter each.

Stewart Sisters, long with Rudy Vallee, now touring studios. Latest engagement is at WTIC, Hartford, where harmonists have been giving out three nights a week in front of Newt Moss' swing quartet.

Baster and Son, domestic script by Irwin Cowper, installed at WTIC, Hartford, with east including Eddie Begley, Seymour Baggish and Eunice Cairns.

Howard Doyle, WMCA, N. Y. announcer, shifts to same position on WOR this week. Allen Wray upped at WMCA from mikeman to production staff.

Lee Kirby, WBT, Charlotte, N. C. announcer, has recovered sufficiently from a recent serious illness that he is back at his post. During his several weeks in the hospital ober Armstrong, of Augusta, filled in for

Derothea Beckman appointed p.a. for station WQXR, N. Y. Robert Schalle added to advertising depart-ment.

Ford Frick, prez of the National League (baseball), skedded guestee on the Maxwell House show last week, was unable to appear due to illness. Set for this week (Thurs

Lee Bolley, Tydol sports reporter, has for the past six months been doing 17 programs weekly and traveling 300 miles on alternate days to present, within the space of four hours, evening broadcasts from WGY. Schenectady, and WFBL,

James Douglas, in charge of operations for WAAW, Omaha, has completed reconditioning of the studios and the installation of new equipment. Additions of personnel include Elsa Easterly, continuity writer; Himent, Additions of personner include Elsa Easterly, continuity writer; Hi-ram Higsby, farm broadcasts; Al Ray Brown and Bill Tabor, announcers and Bill Bailey and Lee Reese, sales

Ranny Daly, program director for ISO and KRNT, is m. c. of Des Moines' Register and Tribune annual Moines' Register and Tribune annual Cooking School at the Shrine audit torium. Talent from both stations was used, including Orville Foster, Dick Teels, Lansing Benet, Ruth McAllister and Betty Jean and McAllister

Gwen McCleary, women's director for the Iowa Broadcasting System handled 19 broadcasts direct from the Annual Home Show at the Coliseur the week of March 27.

Thomas McAvity, head of radio in Lord & Thomas' New York Office, is making it a week's vacation in Asheville, N. C.

'First Offender' dramas, originating at WELI, New Haven, and fed to WNBC, New Britain, and WATR, Waterbury, now being taken also by WCOP, Boston, and WSPR, Spring-

WTMJ, Milwaukee, Journal station wim, miwakee, Journal station, now issuing a weekly bulletin tagged the 'dope sheet' for the use of its local salesmen and national representatives. Tips 'em off on facts of WTMJ sales, audience response, operations and available time.

Four Rhythm Kings are motoring to the Coast to appear in Young & Rubicam radio shows there. Accom-panied by Oscar Liese, of Broadway Camera Exchange, who'll establish a Coast branch. xchange, who'll establish a ch.

Exchange club elected Multi-colored folders are being sent monthly by WWJ to more than 1.000 agencies and clients, as a new direct mailing promotion piece. First

WBNO, New Orleans, will remove its signal towers from the Collseum Place Baptist church to new lo-cality and construct a new trans-mitter, as well as re-equip. Edwin Musso is manager.

William Elliott next week moves from announcing post at WATR, Waterbury, Conn., Bridgeport base of WICC, succeeding Leroy

Jehnny Jehnstone, WOR, had four days of the miseries last week after a tooth-yanking.

Larry Nixon, WMCA, New York hits Cosmopolitan's June issue with his travel

Blayne Butcher and Walter Win-chell scrammed Monday for Holly-wood: Butcher is Lennen & Mitchell production man

Frank Albert, Australian radioite, and Eric Maschwitz, of British ditto, are both in the U. S. looking things

Pete Wemboff, known to Detroit radio circles as VARIETY'S representa-tive, has become one of the eds of Automotive Daily News there.

Noel Meadow just back from advance trip through New England and N. Y. for George D. Lottman office. Les Zimmerman to Chi to work on Paul Whiteman's Hotel Drake opening. Howard Richmond left for California to cement relations with radio eds en route. Maury Foladare, managing Lottman office in Los Angeles, east for a confab April 23.

KLRA Gets Wheaties

Little Rock, April 6.
All out-of-town games of the Little Rock baseball club of the Southern association will be broadcast over KLRA, Little Rock, for the account of Wheaties. Station handled same account last year. Benny Craig, who received a prize from the breakfast food organization, will again handle the programs. the programs.

Craig will attend the Wheatie proadcasting school in Chicago next week,

Outstanding Stunts:

RADIO PAGE CARTOONS WHB, KANSAS CITY

Dressing Up Daily Radlo Page Kansas City.

what's in de ice box.'

WNEW Tie-Up With Police
III-Up With Police Call, a
magazine istributed among police
executives has been made by
WNEW, N. To whereby Justin Gilbersholic basif of the policy of the conbersholic basif of the concentral properties of the concentral properties of the conprogram stris to be conprogram stris unsponsored, with
police executives performing gratis,
because of civic and accident cam
paign ile-up.

WWI's Fellers For Apprices

WWJ's Folders For Agencies

RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

Waterbury Duplications

Waterbury, Conn., April 6. rival stations, WATR and WRRY, have been duplicating Father Coughlin and Ave Maria program ituation results from Janhere uary shift of WBRY from Intercity to Colonial-Mutual and WATR's suc cession with the former hookup,

Coughli talks go When WBRY was Intercity, it built up a large following with the Ave Maria hour and continues it with a

transcribed version

Columbus Stations on Jumpy Seat Waiting for **Baseball Commersh Nod**

Columbus, April 6. Local radio station

been telephoning each other in their anxiety to learn which station will Columbus baseball broad casting contract.

casting contract.

Games here will be sponsored by General Mills and the Socony Vacuum Oil Co., who have contracted to broadcast all American Association contests, but so far the co-sponsors haven't given the nod to either WBNS or WHKC. With the season opener less than two weeks away, the boys are fidgeting plenty. Complicating the situation is the

away, the boys are fidgeting plenty.
Complicating the situation is the
fact that the Columbus baseball club
is adopting a hands-off policy on the
broadcasts. Although the club has a
right to intercede for either station,
it's understood club officials have
said, in effect, ither station is all
right with us.

right with us."

Tipped for the announcing spot are two local sports editors of rival afternoon newspapers. If WBNS gets the nod, Bill McKinnon of the Dispatch, who handled the broadcasts last year, will again announce the play-by-play. Should the broadcast go to WHKC, it is expected that Lew Byrer of the Citizen will describe the games. Byrer had a whirl at radio last fall as a football commentator for a radio firm. Possibly delaying the choice is the

act that both stations are handicapped in broadcasting night games which will be aired here this year for the first time. WHKC operate on a limited schedule and goes off the air around 9 p.m., while WBNS carries a heavy evening CBS schedule. Possibly delaying the choice is the

Inside Stuff—Radio

International News Service 'pony report' to small radio stations, which has been offered gratis to station managers for the two weeks ended Monday (5), effective yesterday (Tues.) goes on a cash-contract basis, Broadcasters in two-week period were invited to listen in and test qualities and speed of new service, which is designed for stations with small

staffs,
Daily report contains about 9,000 words of copy, being sent out by short wave during four one-hour periods and five 15-minute periods. This goes out from I.N.S. main office in New York via WEEW transmitter at Carlstaft, N. J. Also from WEEX, at Chicago,
Survey made last week by I.N.S. officials revealed that about 50 stations were trying out the new abbreviated service. It is framed so that it can be placed on the air immediately on recei

Carter's Little Liver Fills last week completed the production of its 1,000th one-minute transcribed dramatizations. All were made for Street & Finney by Watter Craig over a period of three years.

Despite network-owned station bans and other copy rules, account has no trouble finding takers among the stations. Mostly on afternoons among the locals.

One of those quaint enthusiasms that seize radio from time to time currently raging. Its the 'singing mouse' thing. NBC has found the notion piquant and has, among other gestures, issued a fancy brochure concerning its own canary-throated cheese-chaser.

Stations in such widely scattered localities as Portland, Ore, Memphis, Detroit and other places have also bobbed up with singing rodents.

CBS double-truck ad in Variety a couple of weeks ago, which inspired a return blast from Don Lee, is now a closed chapter. It seems to have had at least the temporary result of making the Pacific stations the object of more attention and discussion in New York advertising circles than has been true for a long time. Pacific radio is a matter seldom discussed by eastern radio.

Radio fan publication is planning to service advertising agencies popularity polls on survey basis as a means of sales-promoting the publication. Also in the offing for fall (under entirely different ausjis a daily to retail at three cents and carry full program listings

Jimmy Scribner, one-man show over WLW, Cincinnati, has been originating in New York for past couple of weeks. In Manhattan to audition through Mutual salesmen for other sponsors.

Making his headquarters for origination at WLW and for his auditions at WOR. In view of the WLW-WHN alliance, this caused some comment.

TROUBLES SMOOTHED, STORE SET AT WMCA

After several hectic weeks of jockeying around, WMCA, N.Y., will finally debut new question and answer weekly half hour programs Friday (9) for Alexander's Bronx department stores.

department stores.

Title finally selected is 'Quiz-dom Court.' Originally, sponsor wanted to call program 'Alexander's Quiz-dom Court,' and simultaneously with label suggestion was request that WMCA sign contract to assume all responsibility in event A. L. Alexander, who originally conducted 'Goodwill Court' on WMCA, might sue. Station refused to do so.

Another hitch came after snonsor.

sue. Station refused to do so. Another hitch came after sponsor claimed he had two RKO nabe theatres in Bronx set on a deal whereby, houses would provide ducats for program's contests in exchange for in plugs. Theatres withdrew at last moment on grounds that being RKO sites, they felt they couldn't link up on promotion stunts save with NBC. A Loew spot in the Bronx next upon did a down, inferring that would only tie-up with Loew-owned WHN. Finally the department stores tabbed an uptown indie filmerie.

KWK, KMOX Get B.B.

St. Louis, April 6.

Long pending deal between KWK
and KMOX, and management of St.
Louis Browns for broadeasting baseball from Sportsman's Park was concluded last week and both stations
have exclusive airing of contests.
Any other station desiring same
privilege must make deal with
KMOX and KWK.

WIL has announced it will not

KMOX and KWK.

WIL has announced it will not enter this field on theory there are plenty dialers who want something besides baseball during the summer and KSD owned by Pulitzer Publishing Co., which publishes Post-Dispatch, largest afternoon rag in town, does not compete with itself by airing agmes. in town, does no by airing games

Last year each station paid \$7,500 for privilege. General Mills and Socony Vacuum are sponsors for games over KWK while Kellogg will

Hollywood, April 6.
Leon Janney will play lead in
Transamerican's scripter, 'This Boy
Joe,' acquired for radio from Booth
Tarkington.

RATE CARD IS **JUST THAT NOW**

Detroit, April 6. Detroit, April 6.
Despite prolonged sit-dayn; strikes, which have cut deeply into station; jeans, rate 'chiseling' amping, losal outlets continues on the downward beat. Compared with a few years ago, the practice is now practically nit.

one the parents are in a wink on some long-term contract, but even that can hardly be rated a 'chisel' since station operators figure it's justified on the basis of contract's length, allowance for changes of business over the long period, etc. Change started coupla years ago with coming of better times, and due to the there was blenty of biz to go.

with coming of better times, and due to fact there was plenty of biz to go around to all six stations. There had been a short relapse into cut-throat competish following collapse of NRA, but as operators got their bearings again they figured everybody would be better off minus the chief.

chisel.

Action idn't follow any deals among operators, but just gradually transpired after several stations started falling in line and others followed. Whereas formerly the rate card meant something 'to figure from,' it has now come to be taken at its face value.

While serious breaches of the rate was verseted in all dursters.

While serious breaches of the rate card were expected in all quarters because of biz loss during the strikes, there has been no noticeable lapse into the former state of affairs. For one thing, couple elections during the present difficulties have given stations chance to reap the harvest of political dollars. Whereas, prior to the strikes most of stations time was filled to the hilt, the free hours occasioned by the sit downs afforded a chance to put more candidates on the air. This, coupled with heavier flow of dough in general, has forestalled any thought stations might have had about resorting to chiseling again. ing again.

WOW Celebrates 14th

games over KWK while Kellogg will again bankroll KMOX program.

Leon Janney on Wax

Hollywood, April 6.
Leon Janney will play lead in Transamerican's scripter, "This Boy Joe," acquired for radio from Booth Tarkington.

Don Becker produces in episodic form.

Women in Headlines' Stunt Chicago.
WBBM Columbia key here with its Women in the Headlines' show which has Ruth Bryne as commentator, arranged for her to plane to Washington. D. C., for one day to interview Mrs. Franklin Roosevelt, and .several women behind the seenes in Washington.
Besides giving the trip a big buildup on its own air, the station arranged with both International News Service and United Press to carry by-line stories supposedly by the girl, thus giving the commentator and the program national coverage. Papers played trip up, also, the plane leaving just 20 minutes after one brondeast, and arriving only a few minutes after another.

The Briarhoppers, on WBT, Char-lotte, N. C., for United Drug Prod-ucts, had as guests 30 Indians from the Catawba Reservation last week.

of a series of 12 is just off the press. Folders, smartly dressed, consist of only four pages and plugs station's listener interest, coverage and fact it's America's oldest outlet. Very little reading matter, most of space being devoted to pix of WWJ's new studios, etc. Idea, according to Manager Easton C. Woolley, is simply to keep station's name before agencies and clients, without overburdening 'em with type. Dressing Up Daily Radio Page

Kansas City.

Station WHB is Kansas City.

Station WHB is pulling a smart stunt in its reciprocal tie-up with Journal-Post here in use a state of the proper state of the page of dressing the propentings for dressing the great of the paper and pretty dull-looking to the eye.)

Under the caption 'Airwave Anecdotes' a series of cartoons, five inches deep on two columns, carry a comedy situation with a reference tie-in to WHB. One cartoon reveals a prize fighter getting badly beaten and showing a glowing black eye. He leans over the ropes to a microphone held by an announcer and says: If dat's WHB, me wife's listening. Tell her not to fry dat beefsteak what's in de ice box.

WNEW Tel-In With Police

KLZ's 'Cavalcade of Music'

KLZ is bidding for Distenses among music schools, high schools and colleges by inviting them to put on 15-minute musical programs over the station. The schools build the program complete, and of course all their friends and fond parents listen in to see how Junior and the girls go over the air.

Series has been titled 'Cavalcade of Music.'

'Women in Headlines' Stunt

WB PUBS FROWN AT NBC

See Us First' Letter to Publishers Concerns Warner Copyright Pick-Ups MAY BE DROPPED

What is expected to result in litigation are the implications made in a warning which the Warner Bros. shing group has sent to the trade on the subject of copyright renewals. This warning, contained in a circular letter to some 20 publishers, advised that the latter better check with Warner before acquiring the copyright renewals of any works in the WB catalogs.

in the WB catalogs.

Letter stated that many of the works published by the WB firms prior to 1920 were written by employees under contracts for hire and that such copyrights had been secured as proprietors, which, under section 23 of the copyright act, holds the sole right to renew and copyright such works. Letter further suggested that competitive pubs might the sole right to renew and copy-right such works. Letter further sug-gested that competitive pubs might avoid acquiring worthless claims in compositions currently controlled by Warner by calling on the latter for copies of the old contracts:

copies of the old contracts.

Some of the publishers who have during the past year obtained copyright renewals on works originally put out by WB firms declare that their lawyers have advised them to stand pat on their acquisitions. These lawyers hold that Warner Bros. will have to prove that the writers under hire had worked solely on a salary and that under no circumstances did this involve a drawing account.

Int. Music Corp. Formed On Coast; Popkin Heads

Hollywood, April 6. International Music Corp formed here last week to handle its own and outside pop numbers, Officers are Leo Popki, Ralph G. Pollock, Marty Arden and Charles Craft. 'A Penny for Your Thoughts,' by Arden and Craft, is the outfit's first number

'Coronation Waltz,' by Oscar Baum in collaboration with Arden and Craft, is being readied.

Fines of \$1,785 Slapped On 27 Coast Musikers

Los Angeles, April 6.

Musicians local, 47, AFM, has assessed fines totalling \$1,785, and handed out one expulsion, following conviction of 27 of its members for playing 'side line' engagements with independent motion picture companies under scale.

Expulsion from the union, plus a \$500 fine was assessed one of its contractor members. Fines of \$100 each were assessed two members, eight drew penalties of \$75 each; three were socked \$50 each; one drew a \$35 fine, and 12 others were nicked for \$25 each.

Buddy Morris West

Edwin H. (Buddy) Morris, general manager of Warner Bros. music publishing interests, leaves Friday (9) for Hollywood along, with Harry Warren and Al Dubin. Morris will spend a couple weeks i the Warner studios discussing dimusical material.

Warren and Dubin have completed a number of tunes for Merwyn LeRoy's next production, Mr. Dood Takes the Air.

Frankl's Promotion

Abe Frankl, who was replaced by Sidney Kornheiser as manager of Famous Music Corp., is leaving for Hollywood in a week to become assistant to Eugene Zukor at the Paramount, studies.

Frankl will serve as musical ad-

Caution

If radio is to curb the radio billing, it may lead to the same results which first killed off the 1929 Hollywood-songwriting af-finity. Those silly song titles such as 'Woman Disputed, I Love You' and 'My Dynamite Man, I Love' were no gag. It was naive but purposeful means of hooking up a pop song title with a picture title.

Today the Hollywood and tin pan alley men are too canny for anything as crude as this, yet if Hollywood wants that radio plug badly enough, it may well achieve it by means of having a title song for almost every film released, and thus serve as a musical plug for the pictures. Radio must recognize this, and radio-needing music as hungrily as it does, for its very lifeblood-might 'play ball,' however, and not lead itself into any such absurdities.

RECORD ASCAP MELON, \$1,250,000

Royalty distribution which the American Society of Composers, Authors and Publishers starts making this Saturday (10) will represent the largest for any one quarter in the history of the organization. Collections for the first quarter of 1937 are figured to be over \$1,250,000. Initial quarter of this year started off with \$150,000 already in the kitty. The collections for the final 1936 quarter had been underestimated by \$70,000 and there was a surplus of \$30,000 more which had been set aside for foreign affiliates but found not due them.

AUSTRIAN EXHIBS TO PAY ROYALTY FEE

Vienna, March 26.
Austrian Association of Authors,
Composers and Publishers scored a
major victory when the high court
upheld the former's claim to collect
a performing fee an each ticket
sold at the box office. Under the
decision the film houses must pay
the association (AKM) two groschen
(not quite half a cent) for each admission.

(not quite half a cent) for each admission.

Max Hellman, president of the Austrian exhibitors association, which fought the claim in the courts, states that his organization will abide by the verdict, although he finds it-illogical, since the authors and composers collect a fee from the producers direct. CLatter fee is for synchronization rights and under the laws of most countries such rights are separate from that of performance.)

ance.)
Decision is expected to bring
AKM an additional income of \$200,000 a year.

Street Singer Suit Up

A. Arthur Tracy (the 'Street Singer') was ordered Thursday (1) by N. Y. Supreme Court Justice Leary to furnish Brunswick Record Corp. with a bill of particulars in his suit to recover \$24,300 which he claims the company owes him in royalties.

Tracy claims that runswick failed to pay him for records he made between 1932 and 1934. Defendant makes general denial, claiming the singer was pai in full for his services.

Sidney Clare and Harry Akst are cleffing tunes for 'She Had to Eat' at 20th-Fox.

Other Music Houses Bow to Ukase Inspired by Mu-sicians' Union Tabbing Tunes Out of Films as Commercials

PLUG LIMITS

Despite the bowing of every other firm in the business to the new NBC rule which bars the broadcasting of restricted film tunes on sustaining programs, the Warner Bros, publishing group proposes to stand pat on its policy of getting picture title credit for such uses, or else. Warner group is prepared to have the playing of restricted film tunes limited to commercial programs, figuring that in the final analysis the plug value will be appreciably enhanced. Warner Bros, policy has been to keep its film tunes on the restricted list of the American Society of Composers, Authors and Publishers until the week of the picture's general release. It doesn't see why it should abandon this procedure, even if it means loss of representation in programs emanating from NBC's New York or Chicago studios. If the network extends the ban to programs involving band: picked upfrom hotels, cafes and other spots, Warner may assume more militant tactics and resort to other methods of getting the right proportion of plugs.

The Wrong Way

Management of the WB publishing group feels that NBC has gone about the things in the wrong way. As Warner sees it, the network could have been less drastic and taken up the situation ith the publishers who have film score affiliations. NBC could have explained that the New York musicians union had put it on the spot by demanding that the commercial scale for instrumentalists be applied to sustaining programs which make mention of film tune sources, and Warner, along with other companies, would have been glad to co-operate. Warners firm's management holds that it has a right to control and regulate the per-

other companies, would have been glad to co-operate. Warner firms' management holds that it has a right to control and regulate the performance of its musical works as it sees fit and that this right to restrict is a cardinal principle in the licensing agreements issued by ASCAP.

After the network had last week started to prune restricted film tunes from its sustaining programs, there was a hurried meeting of publishers who are controlled or affiliated with film producers. Represented at this gathering in the offices of the Music Publishers Protective Association were the Chappell Co., Irving Berlin, Inc., the Sam Fox Music Publishing Co., Famous Music Corp. Charamount Pictures) and the Merro-controlled group which consists of the Robbins Music Corp., Leo Feist, Inc., and the Miller Music Co.

While the pubs at this meeting agreed to lift the restrictions immediately on whatever film music they had on the market, the Robbins group reserved the right to change its policy when it came ready to release the scores of Broadway Melody of 1938' and 'A Day At the Races.' Robbins, like Warner, may take a militant stand if the ruling is extended to remote bands.

In announcing his proposed action.

tant stand if the ruling is extended to remote bands. In announcing his proposed action against film tunes carried on ASCAP's restricted list John F. Royal, NBC program chief, last week took the position that the film companies had been riding on a free ticket long enough and that if they wanted their product plugged by way of musical number it could only be done on commercial programs, something which, he admitted, the network had to protect, Edwin H. (Buddy) Morris; gen. (Continued on page 52)

(Continued on page 52)

SUSTAINING PLUGS Pame to ASCAP As General Mgr.; Mills to Be Outside Contact Man

Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the follow-ing songs were most played on the networks last week. Com-bined plugs WEAF, WJZ ing songs were most played on the networks last week. Combined plugs WEAF, WJZ and WABC are computed for the week from Sunday through March 28-April 3.

*I've Love to Keep Me Warm *Too Marvelous for Words Boo Hoo.

Trust in Me † Little Old Lady *Where Are You?

*Sweet Is the Word for You On Little Bamboo Bridge *Moonlight and Shadows When Pepples Bloom Again What will I Tell My Heart? How Could You?

*September in Rain *You're Laughting at Me Serenade in the Night *You're Laughting at Me Serenade in the Night *You're Here, You're There Wanted *Goodnight My Love *When Love Is Young.

*Let's Call Whole Thing Off *Swing High, Swing Low Was it Rain?

*May I Have Next Romance? *This Year's Kisses Mood I'm In *Indicates filmusical song.

- Mood I'm In
 Indicates filmusical song.
 Indicates stage production
 The others are pops.

ASCAP SLEUTH STUFF OKAY

First attempt of a music user to restrain the American Society of Composers, Authors and Publishers from going after infringement evidence failed last week when the Fed eral Court in the southern district of California dismissed a suit filed by the California Federated Institute, Inc., a trade, association composed of tavern operators. Word of the court's action was received Monday (5) by ASCAP's general counsel, Frohlich & Schwartz.

Frohlich & Schwartz.

In its plea for an injunction the
CFI charged that by digging around
for infringement information the
society was interfering with the
suches of its members. The complaint also accused ASCAP of being
a monopoly and asked that it be restrained also from bringing any infringement suits. fringement suits.

This dismissal was on a motion of ASCAP counsel.

PAINE-WOOD WORK OUT **MUTUAL PROTECTION**

Music Publishers' Protective Association, and the Music Publishers' Association, Ltd., of London, have got together on a reciprocal representation arrangement. MPPA will act for the MPPA's affairs in Great Britain and the Continent. Alliance was consummated last week between John G. Paine, MPPA chairman, and J. H. Wood, the MPA managing director.

ike the MPPA wood's organization exercises a number of agencies and trusteeships for publishers, such as synchronization, phonograph record and transcription rights. Extent of the MPPA's alliances will be made more international when it closes a deal pending with the Bureau de Internationale Editiones de Musique, or better known as BIEM. This buroau, ith which the MPA is allied, deals in all classes of mechanical production rights in almost every country on the globe.

John G. ine, chairman of the Music Publishers' Protective Association, has called meeting of the organization's directors today (Wednesday) to tell them of the proposal to make him general manager of the American Society of Composers, Authors and Publishers, Paine ill recommend that Harry Fox, who has had charge of the MPPA's mechanical licensing bureau, be assigned to replace him.

ASCAP board of directors yesterday (Tuesday) voted to proffer the job to Paine, with his entry date May 1.

Under the new setup C. Mills will move from direction of the Society's operations and assumethe chairmanship of a newly formed executive or administrative committee. Move is without political significance and has been under consideration for over a year. It has been the impression of the ASCAP board that things could be run more efficiently if Mills were relieved of all office detail, so that he could devote all his time out on the road contacting ASCAP's district reps and making himself locally available in anti-ASCAP legislative and littigation matters. Directors intend to solve the Society's undermanned problem by adding other executives, Business of the Society has grown so in recent years that more thorough departmentalizing and designation of executive duties have been recognized as necessary. Paine's new connection would bring him \$25,000 a year. Mills is psyrolled at around \$50,000 and expenses.

Paine started with the Victor Talking Machine Co. as a copyright expert some 15 years ago, later going to Warner Bros. to handle '7 copyright charances in connection with filmusicals. Paine came to the MPPA when Mills left for, his present ASCAP post.

Opera for Union Benefit Gets Musicians at Lowest Rate: WEVD's Exclusive

Musicians' Local 802 last Thursday (1) displayed its friendly attitude toward other affiliated unions when it waived an old steadfast rule and permitted a broadcast of an opera, without musikers in pit receiving other than 'hall performance' pay. Normally, there is added charge when a show is broadcast.

Occasion was broad.

cast.

Occasion was benefit staged at Madison Square Garden by Local 89, Garment Workers' Union, with 'Aida,' staged by Salmaggi with troupe maestro had appearing during winter at Hippodrome, the bait. Union permitted performance to be aired over WEVD, New York's 'labor-union' station, on a sustaining basis without pitmen getting extra coin, but clamped 'down on idea of WMCA doing same and spurting program out over the inter-City System.

System.

WMCA had carded broadcast, but revolted at last minute and filled in with other hastily hewn shows when station learned the musikers playing the opera had to have extra pay. WMCA was unwilling to make the outlay and Garment Workers wouldn't come across with the coin, either. Consequently, WEUD alone carried the two-and-half hour ozoning.

Songpluggers' Benefit

The Professional Music Men, Inc.—ritz for songpluggers—stage thei third annual benefit show this Sunday (11) at the Alvin, N. Y., with Joe Santley in charge.

Unlike last year's gross of \$6,200 for the souvenir program, the journal is now near the \$10,000 mark. in ad space.

PMM show is strictly a benevolent organization for the tin pan alleyites.

FIVE ONE-WEEKERS AT BARNESVILLE PARK

CRA will get a nice hunk of biz of Lakeside Park, Barnesville, Pa, with five of its bands set there on, one-week stands starting April 18. Opener is Charlie Barnett, Chick Webb, Rita Rio, Lew Brown and Johnny Messner play from April 18 to May 24 respectively.

Another CRA'er is Mento-on-the-Lake, near Cleveland, opening May 1st, being booked by Stan Zucker of Cleveland office. Crews set are May and Lee Gordon, Austin Wylie, ick Fidler and Blue Barron.

Harry Wallace's band at the Village Brewery, N. Y., after a session at 1214 Club, Philadelphi



WATCH! LOOK! LISTEN!

SPRING CLEANING

IRVING BERLIN, Inc.

799 7th Ave. New York HARRY UNK Grie Prol Manager

The New Song Hit of the New Season!

14-Word Title

Rating as one of the current year's crop of lengthy song titles is that of the Jack Mills-publication, Tm Still a Hill-billy at Heart and My Heart Is Still in the Hills.' Maurice Sigler and Johnny Klenner are the writers.

RADIO ORCHESTRA CORP. SIGNS UP J. T. DODD

Dodd, manager of Dorney Park ballroom, Allentown, Pa., has signed for exclusive use of Radio Orchestra Corp. bands on Saturday nights beginning April 17 when spot

opens.
Crews so far set are Felix
Ferdinando, Charlie Boulanger, Pau
Tremaine and Ted Black.

Howard Hobbs Opens Well At Mahoney City, Pa., Spot

Howard Hobbs opened his Lake-wood Park ballroom, Mahoney City, Pa., Easter Monday with the Hudson-De Lange band and an attendance of 2,000 trippers. Follow-up band was Joe Haymes, Horace Heidt, Sammy Kaye, Shep Fields, Hal Kemp and Mal Hallet also set.

Hobbs' Ritz in Potisville goes more for local area bands, with Ray Brown, Norman Dropkin and Ed Richards set.

Box Office on Wheels As Ballyhoo Stunt for Band

Columbus, April 6.

To plug Don Bestor's one-night stand at Olentangy Park Sunday night (4) Manager Leo Haenlein sent a traveling box office around town to stimulate the advance, sale.

office was on a wagon and drawn by—of all things—a horse. Stunt probably will be repeated for bands to follow on Olentangy's night spring schedule.

Arnold Johnson's New Men

Arnold Johnson has reorganized his ore, and will trot out new aggregation for first public inspection when outfit plays a vaudate at Fox, Philly, week of April 16. Thereafter new crew will be used on the Feenamint program over Mutual web.

Newcomers to the Johnson roster include Eddie Wade, from Whiteman's band; Jim Hanson, trumpeteer with Vallee for past four years; Gary Gillis, who has been drumning for Abe Lyman; George Tudor and Larry Tise, saxes from Lopez outfit.

Johnson still swinging the lariat for other musikers, notably Howard Smith, pianist at Onyx Club, N. Y.

FEMME SWINGSTER

FEMME SWINGSTEE
Lana Webster, fem swing saxophonist, and her band opened at the
Onyx Club, N. Y., for the cocktail
and dinner sessions, replacing the
Spirits of Rhythm.
Two of the Spirits, Teddy Bunn
and Leo Watson, now alternating
with Stuff Smith's crew during supper hour, having replaced Haven
Johnson, composer of 'My Last
Affair.'

Henderson's Theatre Date Fletcher Henderson plays a week's engagement at the Riverside theatre, Milwaukee, opening April 30, Single nite stands follow until May 15 when he opens for CRA at Ed Fox's new Grand Terrace, Chicago.

Blue Barron's band continues to 22nd week at the Southern Tayern, Cleveland, O., exiting on April 23 for a one-nite stint.

Get Set for the Song Barrage on the New Universal's "Top of the Town"

"WHERE ARE YOU?" "THAT FOOLISH FEELING" "JAMBOREE" "TOP OF THE TOWN"

By JIMMY McHUGH and HAROLD ADAMSON

1629 BROADWAY . NEW YORK J FEIST. Inc.

HEIDT'S WHAM GROSS

Draws 2,800 Payees at \$1.10 in Bridgeport

ridgeport, April 6. Horace Heidt's Brigadiers set new attendance record at Ritz ballroom with 2,800 payees at \$1.10. Prior one-night toppers this season had been Shep Fields, Rudy Vallee and Benny Goodman. Heidt date market first time itz had lifted ante above 99c.

immie S and Mal Hallett set Sammy Kaye ahead.

SALT LAKE CITY SETS BANDS FOR SUMMER

Salt Lake City, April 6.

Out-of-town name bands will be
the magnet at Salt Lake City and
surrounding niteries this summer.

Wally Stoefler's band replaces Ray
Herbeck ditto at Hotel Utah Empire
room April 9. Later outfit may return end of May to open hotel's
swank summer spot, Starlight gardens.

swank summer spondens.

Lagoon, suburban resort a la Coney Island, will have Verdi rienhold's band, while Old Mill, canyon dance hall, has set Joe Kirkham's Swingsters.

Saltair, combo beach and dance spot, which used traveling orks exclusively last year, will again use name outfits, alternating twice a month.

Month.

Several swank country clubs considering importing bands, with local musicians assured of jobs at Rendezvous, Louvre, and Coon Chicken inn. basement spots, intending install additional ventilating systems during hot weather.

SHRIBMAN SETS DANCE **GROUPS AT ASBURY**

Asbury Park Casino opens its doors April 9 with Horace Heidt's band and will continue open on weekends only until May 30 with name bands.

After Decoration Day policy will change to two week stands for namers. Those already set by Charles Shribman on exclusive deal are Hal Kemp, Benny Goodman and Jan Garber: After Decoration Day policy will hange to two week stands for

Gallopin' the Scale

Hollywood, April 6.

Jack Scholl and M. K. Jerome are
on their 12th elefting assignment at
Warners for a Dick Foran western,
'Devil's Saddle Legion.'

'Devil's Saddle Legion.'
Pair are doing three songs, and
when completed they'll have written
35 ditties for the cowboy crooner.
Tunesmiths also are writing two
special numbers for the Marion Davies picture, 'Ever Since Eve.' One
will carry title of the film and the
other 'Little Star of the Night.'

TOLEDO HOOFERIES OPEN

Euclid Beach Park baltroom, To-ledo, O., and Chippewa Lake Park open their doors on April 9. Former is operated by Harry C. Shannon and reputedly the largest in Ohio. Initial band at Euclid is Larry Funk's.

Rita Rio Girls Head South

Rita Rio Girls Head South
Rita Rio's girl band, having sinnished a one-niter tour of the Cy
Shribman ballrooms. through New
England returns to the CRA fold for
further booking through the south.
Dates in Pennsy, Florida, Tennessee, Louisiana and Texas are being
set by CRA, after which she goes to
California sometime in May.

Rudy Bundy's Long Stay

Rudy Bundy's Long Stay
Rudy Bundy, going into his 24th
week at Levaggi's Flamingo Room,
Boston, Mass, will remain on until
June 1, for longest stay of any band.
Deal being closed now for him for
transfer to Levaggi's Showboat,
summer tub anchored in Back Bay,
when indoor spot closes for season.

Old Orchard Opens Aug. 24 ld Orchard Pier, Old Orchard, , opens April 24 using name band

Me., opens April 24 using name band policy. Exclusive Shribman location will start off with Chick Webb, who is now touring New England for same office.

On the Upbeat

Al Kavelin replaces Griff Williams in Peacock Court, Mark Hopkins Hotel, San Francisco, April 26. Williams moves on to Dallas and then to Chicago for another season at the Aragon-Trianon Ballroom. He is expected to return to the Mark Hopkins this Fall.

Joe Reichman's orchestra, now with the De Marcos at the Ambas-sador hotel, Los Angeles, opens at the Fairmont Hotel, Frisco, April at the Fairmont Hotel, Frisco, April 18, where he will remain until the early part of June, when Henry King will return to the Nob Hill hostelry for another season.

Henry Halstead and Lou Conrad signed by CRA. Former will be fea-tured for the summer at losom Heath Clu, Oklahoma City, Conrad is current at the Cocoanut Grove, in Boston, where he has Colonial and Yankee net wires.

Joe Haymes booked for two solid months of one-nighters through N. Y., Pennsy, New England and New Jersey during April and May by R.O.C.

Skeeter Palmer, R.O.C. band, doing a series for Brunswick and following through one-nighters at Jaffa Mosque; , Pa., and St. John's College, rooklyn, N. Y.

ichard Himber and Joe Haymes will do a music battle at Westchester Country Center, April 22, for Mau-rice Reidy and booker, R.O.C.

Del Milne ill spend the entire 13-week summer season for CRA at local dance pavilion at Edmunds, Wash. Opened April 3.

C. Rose will reopen his re-modeled Modernistic ballroom, State Fair Park, Milwaukee, around May 30.

Dick Messner's band, under direc-tion of Johnny Messner, opened an engagement at Normandie, Boston, on April 4. Stays for two weeks on April 4. Sta under CRA deal.

Mr. and Mrs. Jesse Crawford or-ganing at Fox theatre, Philadelphia, for week of April 9, with Hippo-drome, Baltimore, following.

Tommy Tucker will inaugurate one week's tour of California one-nighters April 21, before going into El Patio, San Francisco, for a run.

Merle Carlson band goes into Ca-sino Gardens, Ocean Park, Cal., Aprli 21.

Eddle Fitzpatrick, Jr., and his ork, follow Al Kavelin into the Cosmopolitan Hotel, Denver. M.C.A. book-

Glen Gray's Casa Loma ork moves into the Palomar ballroom in Los Angelcs May 25 for an indefinite stay.

Sol ork now playing at the Hawaii Paradise, Hollywood nitery.

Glen Miller, formerly an arranger, now heading a band. Currently re-cording for Brunswick, Rockwell-O'Keefe handling.

Leon Belasco going into the Roose-velt Hotel, New Orleans, beginning April 15, for an indefinite stay. Deal set by Rockwell-O'Keefe.

Lennie Hayton opens tomorrow night (Thursday) at the New Yorker Hotel, N. Y., also set by Rockwell-O'Keefe

Nye Mayhew Orch goes into the the Glen Island Casino, Westchester, N. Y., May 27, following completion of his run at Hotel Statler, Boston.

ixieland Jazz band goes into the

Silver Grill, Buffalo, N. Y., for four weeks, on April 19. Nane Redrige and Eliseo Grenet, CRA tango-marimba bands, set for sustainers with NBC.

ick Fidler closed after 20 weeks at the Lotus Gardens, Toledo, O., and goes one-nighter tour for CRA.

Charles Stenros followed Austin Wylie into the Webster Hall hotel, Pittsburgh. Spot has a KDKA wire,

inn Arthur under recordi tract to Master.

Horms Presents

From WILLING AND

TOO MARVELOUS FOR WORDS

JUST A QUIET EVENING

SENTIMENTAL AND MELANCHOLY

VIENNA DREAMS

BRAND NEW

I'M HATIN' THIS WAITIN' AROUND

52nd STREET

"The King and the Chorus Girl" FOR YOU

Songs You'll Hear and Rave About

When Love Is Young

Did Anyone Ever Tell You?

m the new Universal picture "When Love Is Young"

l Hum A Waltz

A new waltz hit by Gordon and Revel from the 20th Century-Fox film, "This Is My Affair"

MILLER MUSIC. INC. 19 BROADWAY . HEW YORK

GORDON and REVEL Click Again!

in 20th Century-Fox's "WAKE UP AND LIVE" Featuring Walter Winchell, Ben Bernie and Alice Faye

NEVER IN A MILLION YEARS IT'S SWELL OF YOU THERE'S A LULL IN MY LIFE WAKE UP AND LIVE I'M BUBBLING OVER

Robbins Music Corporation • 799 7th Ave., New York

CONSOLIDATED'S 127 BAN

Last Week's 15 Best Sellers

[The trade will be interested in comparing the selling relativity to the most-played-on-the-air tabulations, shown elsewhere in this department. Song title and publisher of the best selling 15 are included; only the title of the song is recorded in the air pluga.] gepartment. Some time and puouster of the best selling 15 included; only the title of the song is recorded in the air plugs.]

**Little Old Lady Chappell Boo Hoo Shapiro Monnight and Shadows Popular When My Dreamboat Comes Home. Witmark What Will I Tell My Heart? Crawford This Year's Kisses Berlin On a Little Bamboo Bridge Morris When the Popples Bloom Agai Shapiro Trust in Me Ager Pre Love to Keep Me Warm Berlin Goodnight My Love Robbins Serenade in the Night Mills Sweet Is the Word for You Famous Wy Little Buckaroo Witmark Too Marvelous for Words Harms Indicates filmusical song. roduction song.

CLYDE LUCAS LEAD-OFF IN WLW-CRA REMOTES

Clyde Lucas' orchestra will be first to utilize station WLW, Cincinnati, under CRA wire deal when he opens at the Beverly Hills Country Club, Ft. Thomas, Ky., Ap. ¹³ °2. CRA and station closed deal last week for former to use 10 half hours weekly of station's open time.

Stein's Chicago Pause Chicago, April 6.

J. C. Stein, president of Music Corp. of America, due back in local headquarters next Monday (12), after his sojourn on the Coast.

Will be here about a week before hopping inth New York.

Overtime Dispute on Farley's Philly Follies

Farley's Philly Follies
Philadelphia, April 6.
Suit ing out of contract to
furnish music for Democratic National Convention here last June was
brought by Lt. Joseph Frankel, band
leader, last Thursday. He is attempting to force the Musicians'
Protective Association to turn over
to him an \$1,800 balance he says
exists from the \$6,040 he received
and surrendered to the union to pay
off the men. off the men. Union officers declare \$5,775 was

Union officers declare \$5,778 was distributed and not enough remained to cover overtime put in by the men. Frankel still owes them \$1,631.75, they charge. Judge Lamberton took the case under consideration:

Hal Kemp plays at the Trianon, Greensboro, N. C., on April 7.

Third Annual Theatre Party

PROFESSIONAL MUSIC MEN. Inc.

Alvin Theatre, New York

SUNDAY, APRIL 11

A GALAXY OF STARS

Your Favorites of the Stage, Screen, Radio, Niteries Will Appear

P-O-S-I-T-I-V-E-L-Y

Tickets on Sale at the Box-Office

Proceeds for Unemployment Emergency Fund

SINCE MAY, 1936

Now Has Many Exclusive Spots—Rapid Growth in Less Than Year-Active Organization with Four Regional Booking Centres

NAMES

Charli Green's Consolidated Radio Artists has experienced what is probably one of the most unusual growths in show biz within the past year, certainly the speediest maturity in the band booking field, From an organization sporting seven orchestras, and with little influence, CRA has grown to number 127 bands on its roster, among which are 10 of the country's formost; has acquired exclusive booking privileges at 18 locations; has opened four branch offices throughout the country in Hollywood, Chicago, Cleveland and Dallas, and has become affiliated in the everal important organizations. Since officially established in Radio City, N. Y. May 18, 1936, the new CRA has handled \$2,000,000 worth of band bookings to date, which is less than a year's time.

Although established for several years as CRA, organization really started, of course, with Green's acquisition of NBC's bands when net dropped its band booking department and turned the latent personnel over to Green on May 18, 36. Merger of NBC and Green bands was nucleus of new setup which eventually absorbed or became affiliated with Universal Feature Attractions, Cleveland, O., Mills Artists, Kennaway, Inc., and Fanchon & Marco. Deal closed last week gives. CRA bands 10 half hours weekly on country's largest radio station, WLW, Cincinnati; Similar deal also in effect with Hearst Radio, emanating from WINS, N. Y. Talent raids on other offices helped swell the list, also.

CRA has within the specified time upped its operating personnel, exclusive of talent catalogue, from about 10 to 75 people. It's offices in the RKO building, Radio City, N. Y. have undergone similiar expansion, having been enlarged three times since opening.

the RRO building, Radio City, N. Y. have undergone similiar expansion, having been enlarged three times since opening.

Tieups consummated are takeover of all Irving Mills bands for one-night and dance dates, working agreement with F. & M. for co-operative bookings on shows and bands, takeover of Universal attractions, and the absorbtion of Kennaway, Inc., together with or i inal acquisition of NBC catalog. Exclusive spots are Pierre and t. Moritz hotels, N. Y., La Salle and Drake hotels, Chicago, New Kenmore hotel, Albany, N. Y. and Muehlbach hotel, Kansas City, and following niteries and clubs, Casino, N. Y., Merry-Go-Round, N. Y., Meadowbrook C. C., Cedar Grove, N. J., Playland, N. Y., Steel Pier, Atlantic City, N. J., Southern Tavern and Cabin Club, Cleveland, O, Webster Hall hotel, Pittsburgh, Commodore Perry hotel, Toledo, O., Trianon, B. R., Cleveland; and Beverly Hills Club, Ft. Thomas, Ky. CRA's ace bands include Paul Whiteman, Jack Denny, Russ Morgan, Don Bestor, Ferde Grote, Clyde Lucas, Joe Venuti, Duke Ellington, Cab Calloway, Ina Ray Hutton, Fletcher Henderson, King's Jesters, Rep Pollack, Jolly Coburn and Barney Rapp. This does not include 25 cocktail-room units of two to four locomotive musicians, for which CRA was the first to establish a regular booking and casting department.

Ruggles Beach Opens April 9 Charles Ruggles, operator Ruggles Beach Pavilion, near Clevalland, O., opens his spot on Aprilion an exclusive band deal with CR. Opening attraction Emily Velazoo's orchestra.

\$2,000,000 DATES | Philly Union in Drive Against Non-Union Tap Rooms, Cafes, Etc.

Philadelphi, April 6.
Campaign by Musician's Local
here to organize nitery bands will
begin at end of this week, A. A.
Tomei, prez, told Vanterry yesterday,
Announcement of contemplated action has been guarded to prevent
formation of nitery group to block
the move before Union was ready to
strike.

Tomei caid.

strike.

Tomei said there would be no picketing, no violence, no cessation of work until owner of each spot without a union band has been called on and given every possible chance to arbitrate and reach an agreement with the Union.

"We're not looking for trouble,' the Union prexy declared. He indicated that the Union would conscript pick-ets and wouldn't work on more than a few spots at one time.

a few spots at one time.

Union will strike first at 20th Century. Tavern, downtown bistro, Tomei id. Band there is Barney. Zeeman, which was union until fined \$500 in December for playing underscale. Other spots mentioned are

1523 Locust, College Inn, Venice Grille, and Famous Bar Tavern.
Tomei said there will be no attempt to get big prices from smart cafe owners. He declared that scale here is lower than in any other city of comparable size and may be lowered even more if necessary to bring some open spots in. Scale now divided into A, B and C type places, Tomei said . new range midway between B and C will be inaugurated, for places which are bigger than taprooms but not big enough to pay the B scale.

rooms but not big enough to pay the B scale.

Meetings with employers may be held in City Hall offices of Mayor's Labor Board, Tomei declared, to prevent repetition of affair when he called on Benny the Bum. He claims to have been biffed by strong arm waiters.

Casa Loma Opens Bristol
Casa Loma band unshutters Charles
Shribman's Lake Compounce Casino,
Bristol, Conn., on May 2,
Spot will be a one niter for name
attractions when in swing.

We are proud to. announce the appointment of

SIDNEY KORNHEISER

as manager of Famous Music Corporation and

the promotion of

ABE FRANKL

to a musical advisory capacity at Paramount's West Coast Studios

> FAMOUS MUSIC CORP. LOU DIAMOND President

Disc Reviews By Abel Green

Fred Astaire and Johnny Green have collabed on a corking set of Brunswick waxings of the 'Shall We Dance' (RKO) tunes by George and Ira Gershwin. Considering the Astaire dominance of the disks, either vocally or in taps, Green also has done a highly creditable job in the arrangements thereof and the opportunities, no matter how limited to display his band's dexterity plus some of his pianologistic prominies in solo snatches. Slap the string-bass is perhaps the inghilled the string-bass whose tempos he chose and emulates. It's a clever and highly effective arrangement, Astaire doing the







HOLLYWOOD SONGS-CA BUILDING-RADIO CITY-NEW YORK

Witmork Presents

When My **Dream Boat Comes Home**

From "MY LITTLE BUCKAROO".
Starring DICK FORAN
THE GREATEST WESTERN BALLAD
IN YEARS

MY LITTLE **BUCKAROO**

M. WITMARK & SONS 1250 Sixth Ave., RCA Bidg., N. Y. CHARLIE WARREN, Prof. Mgr.

MUSIC Music Notes

Mills Music, Inc., will publish Leon Belasco and his orchestra with Wes Vaughn and the Andrews with Wes Vaughn and the Andrews Sisters (3), from the Hotel New Yorker, recording for Brunswick, as is Emery Deutsch from the Rainbow Grill. Ruby Newman at the Rain-bow Room waxes for Victor.

Jack Stern and Harry Tobias have Jack Stern and Harry Toblas have completed two tune for B. F. Zeid-man's Grand National picture, 'Sweetheart of the Navy.' Numbers are theme song and 'I Want You to Want Me.'

Ted White, songwriter, now on KYW, Philadelphia, placed new song with Robbins, 'Moonlight on the Water.' White and Jack Meskill have been writing together on Coast last summer.

Oscar Straus has set 'Make a Wish' and 'Old Man Rip' as titles of melo-dies he'll do for the Principal Pic-tures production, 'Make a Wish,' for Sol Lesser. Lew Alter and Paul Webster will do the lyrics.

Max Steiner is preparing the mu-sical score for David O. Selznick's 'A Star is

Jack Mills has bought the American rights to 'She Couldn't Say Boo to a Goose' from Cecil Lennox, British publisher.

Connie Lee has completed a tune, 'Smile for a Lady,' which Maurice Conn will use in 'Whistling Bullets,' starring Kermit Maynard.

seal).

Irving Mills debuts his Master and Variety record labels (American Record Corp. affiliations) with an impressive roster. Duke Ellington proves himself a rug-cutter for hoofmusic with Twe Got to Be a Rug Cutter' and the 'New East St. Louis Toodle-O.' both original compositions of the Cab Callewar, debuts for the seast St. Couls Cab Callewar, debuts for the new brand with Swing, Swing, Swing (Harry White) and 'That Man is Here Again,' Samson-Collins' tin pan alley salute to the Ken Murray-Cowald show with its 'oh yea-th-ricatchphrase. Calloway is less hi-den in this couplet but nonetheless effective.

Truly distinguished is Raymond. Oppenheim-Tobias Floor Show Dave Oppenheim and Henry To-bias have turned out the score of the new 'Hollywood Revels of 1937' for the Hollywood Restaurant, N. Y.

Marion Chase cutting pair of new songs, 'Kept' and 'Irons in the Fire,' for Liberty Music Stores. Edwin Gilbert and Alex Fogarty wrote 'em.

Hoagy Carmichael writing score or 'Artists and Models' at Paramount.

constitution of the content of the catchphrase. Calloway is less hi-deho in this couplet but nonetheless effective.

Truly distinguished is Raymond Scott's Quintet on Master 108 with Minuet, in Jace arranged by the Content of the C

Inside Stuff—Music

While all phonograph record business has hopped considerably in the past year and continues on the upgrade in zoom fashion, the American Record Co. finds that the surprising and hopeful aspect is the fact that its dealer business has jumped so fast that it has almost overtaken the mechanical business. Which means that the sale of records for home consumption is on the march in a big way, and it is hoped will shortly again be the big volume item on the books.

Taking 100% as the total sales of records. split-up between mechanical and dealer business has changed a total of 20% in the past year. Formerly the rating was 70% of gross sales for mechanicals against 30% in dealer sales. This ratio has now been established as 60% mechanicals and 40% for dealers, the home consumption jumping 10% and the mechanical big dropping a like amount. And the trend is continuing along the same line week after week.

Francois Salabert, rench publisher, during his latest visit to this side bought the rights to the 'On the Avenue Score' from Irving Berlin, Inc., and also three pop tunes from Shapiro, Bernstein & Co. Latter consists of 'Boo Hoo,' Chapel in the Moonlight' and Timber.' is returning to Paris April 14.

Salabert figures to make more frequent trips to America from now on with a view to getting more intensive exploitation for the French writers connected ith the shows produced on this side by the rench Casino

Warner Bros.' publishing group is collecting a royalty on 'Little ld Lady,' although the number carries the Chappell Co.'s stamp. Both writers of the tune, Hoagy Carmichael and Stanley Adams, are under contract to WB, and the royalty divvy was made part of the contract which permitted the work to go into the Broadway musical, 'The Show Is On.' Chappell is handling the show's entire score.

Vincent Lopez, taking a musical cue from Claude Lapham, chief Yankee whooper-upper for Japanese music, and a publicity cue from Joe Glaston, will do a little of the former for the sake of the latter.

Nipponese music rendered into American dance arrangements will be tossed off by Lopez over CBS Sunday (11).

WB Resists NBC Edict

(Continued from page 49)

mgr. of the Warner ros. music publishing interests, will meet with Royal today (Wednesday) or tomorrow to discuss the situation.

Royal's Motives

Royal's Motives
While prompted by, an entirely
different motive, Royal's action has
forcefully brought to the surface
something that has been agitating,
small indi pubs for the past several years. It is the question of how
to break through the handicaps of to break through the handicaps of exploitation which this penchant among band leaders has created. Along with this plaint has come the warning that unless exploitation facilities are more equelized development of new writing talent would seriously thwated and that in a few years a small coterie of film composers will be holding the publication roost all to themselves.

selves.

John G. Paine, MPPA chairman, last week took further cognizance of Joe Davis' wire of protest to the FTC regarding the proposed cause. Davis charged that the code as now drafted would serve to enhance, if not intensify, the advantages now held by the producer controlled publishing houses. Paine said that Davis, in espousing

Paine said that Davis, in espousing the cause of the small indie publisher, wasn't giving much consideration to the fact that his arguments are in strong conflict with complaints made to the FTC several months ago. These complaints contended that the producer controlled firms were receiving substantial sums of money from motion picture producers for use in exploiting their scores.

stores.

This money, the complainants stated, went toward paying for special arrangements and plugs, with the result that the small indie publisher who did have such sums to play with found himself in a weak competitive position, and choked off from various media of exploitation. It was these complaints which from various media of exploitation. It was these complaints which started the FTC's investigation of the music industry last July and culminated, said Paine, in the adoption of an anti-bribery pledge the following month and the subsequent plea to the commission for a general trade conference.

Davis now complains, said Paine, that the proposed code, which would suppress these very practices, has all the earmarks of a serious threat to the small indie publisher. About the small indie publisher. About the best the commission can hope to gather from this, added Paine, is that the small indie publisher, which Davis theoretically espouses, doesn't know what he is talking it, for he certainly can't be both ways.

Changes Whole Pattern

If the publishing firms which specialize in filmusicals find that they can do nothing but abide by NBC's ban on restricted tunes for sustaining programs, the business of picture tune exploitation will, the trade realizes, have to undergo a radical change. There will be an entirely new method of setting score release dates, so that the latter will come closer to the general release dates of the pictures concerned.

Under the new method of plug

the pictures concerned.

Under the new method of plug operations the restrictions would be imposed only long enough to give NBC commercial programs first crack at the new score and also make it available to the top rung of bandleaders with hotel or cafe connections. Only rub in this pattern would be the circumstance that there are a number of major commercials which won't play a tune unless it had been brought into

FROM 'RONKONKOMA' TO LOVE—\$50,000 SUIT

Twentieth Century-Fox, Fox Film Corp., Mack Gordon and Harry Revel, the songwriters, and Robbins Music Corp. were named Thursday (1) as defendants in an infringement action brought by Charles McCord, songwriter, in N. Y. Federal Court. McCord seeks an injunction, accounting and \$50,000 damages.

ing and solving damages.

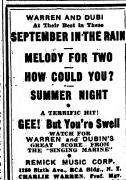
According to the plai , the defendants lifted the music of a piece entitled, Till Always Remember Ronkonkoma, which he wrote in 1986, in the composition of the Gordon-Revel song, 'Goodnight My Love,' featured in the motion picture 'Stowaway.'

broadcast prominence. Big problem would be to keep the tunes from getting too frequent performance from the minor contingent of dance maestros. It's a realignment of control which the picture pubs expect give them plenty headaches.

As things now operate, the publisher with a restricted film tune can so adjust matters that the band of his own preference gets the permission in the event there is a conflict of use on a network's program schedule. schedule.









Stripper Opens in London; Plenty **Biz and Censors**, But No Shocks

New Vic Palace bill is headed by Diane Ray, whom George Black paid six weeks 'salary rather than include her in the current Palladium show. House was a complete sell-out for both shows on opening day. (Monday), gross hitting approximately \$2,750 on the day, which is an all-hullen high.

\$2,750 on the day, which is an alltime high.
Addence included the Secretary
of the Public Morality, Council and
mambers of the London County
Council, as well as several Sociand
Yard detectives incognito, with the
stripper proving the most-dressed
representative of her clan ever seen.
Rest of the bill contains some real
entertainment, including the Three.
Newcomers, Sylvia Froos, an excellent bet here, but in need of a revised choice of material; Marie Hollis, splendid contoritonist; Al Verdiand Thelma Lee, disappointing; Cardini, back after three years, and still
supreme in his class; Carroll and
How, over splendidly; Vic Oliver,
outstanding; Jack Powell, over niceby despite being the most imitated
act here; Roy; Lee and Dunn, negligible.

gible. Atthough Miss Ray was contracted to open at the San Marco, nitery, last night (5) also, management de-

last night (5) also, management deferred the openhage. C. B. Cochrane opened his new Trocadero cabaret revue the same night. Earlited Eve in the Park, show features a nude girl enclosed a huge glass shower-bath, stepping out and dressing from skin to outer garments. Artistic and alluring, the twist went over nicely. On the new Holborn bill, Roy Smeck, given 12 minutes, proved outstanding. Smeck withdrew from Palladium show after his act was cut to a mi imum.

Ban on Femme Imps. Says DAME D., 1 Way To Stop Sex Murders

Detroit,

Exclusion of female impersonators, current in about a score of local niteries, is one way to stamp out Detroit's rising wave of sex killers, according to Dr. Thomas K. Gruber, head of Eloise Hospital; itarium for mental cases. Statement came last week in a conference of police and city officials, called to devise means of halting local wave of attacks and slayings.

One step, Dr. Gruber declared, is o establish special cli and the second to 'stop Detroit's floating population of female impersonators. i No one can convince me it is safe to allow such groups to roam a liberty, he said, 'though I cannot go so far as to accommend.

ow such groups to roam at ,' he said, 'though I cannot go iberty, he said, 'though I cannot go so far as to say all members of such troupes are potential murderers.' [Imps, who have enjoyed a sudden prosperity hereabouts for past several months, are now current at about 20 cere

eral months, are now current about 20 cabarets and niteries in this vicinity. Mostly in the secondary spots, but some of the male revues have been running as long as 20

HOLLYWOOD REST. UNIT SHIPPED OUT BY NBC

Hollywood Restaurant, Y., is sending out part of its current floor show, with embellishments, as a vaude unit. Opens April 23 at Fay's, Philaplelphia, with the NBC artists bureau agenting.

Jack Waldron, who has been mc.'ing the Hollywood's floor shows for nearly two years now, will head the 33-people show. Included in the personnel will be Iris' Adrian, currently at Leon & Eddie's. N. Y.; Three Eltons, Jean Landis, Ruth. Breht, John Welsh, and 16 girls.

Unit's cost to theatres is set at \$4,500 weekly.

Joe Phillips Recuping

Joe Phillips, standard vaude comi, is convalescing now sister's home in Philadelphia.

Phillips, who had a breakdown on the Coast a couple of months ago, was brought east early this week by a brother, Johnny, New York restandard. ns brother, Johnny, tauraleur.

AFA Opposes Plan For Pro-Act Audition

New York Piccadilly hotel's plans for a special 'audition' night for proacts in its Georgian Room is meeting with opposition from the American Federation, of Actors even before it starts. AFA has written the hotel that it will picket the spot if the policy is put into effect. Piccadilly hotel's plans were for one night to be set aside for new pro talent, with agents, bookers and picture talent seouts invited to send acts for auditions in front of audiences. Was to go into effect in couple of weeks.

AFA, however, claims that rather than a magnanimous gesture to new and unseen acts, it is nothing but a scheme to get free talent.

PICKETS MOVE ON TO B'KLYN

N. Y. Musicians Local 802 and the American Federation of Actors car-ried the picketing campaign for the return of live music and stage shows to downtown Brooklyn Friday (2): Houses affected are RKO's Albee and Orpheum, and Loew's Metro-nolitan

politan.

It's the first time that the pickets have travelled across the river, though the campaign in Manhattan, thus far ineffectual in making an impression on the theatre operators

impression on the theatre operators, has been on for several months. Couple of the New York pickets have been moved to Brooklyn. One of them is the verbal picket who was stationed in front of RKO's Palace. on Broadway, for months, and is now at the Albee. Another is a picket who is, or pretends to be, deaf. He's especially forte as a parader because he doesn't hear the insults levelled at him by theatre staffs.

ACE PHILLY NITERY STRIKE AT IMPASSE

Philadelphi April 6.
Negotiations are at a standstill in strike of waiters, bartenders and kitchen help at Arcadia-International, Philly's hottiest nitery, with pickets circling the front.
No meeting of sides last Wednesday (31), when Mayor's Labor Board nosed i. Unions demand they be recognized and that two fired employees be restored. Padula agreed to take strikers back without discrimination, but declared two waiters were fired for cause and union can't dictate hirring and firing policy. Also refused to recognize union at Arcadia, which formerly was closed shop. Said it forfeited rights by calling stri

triking unions have asked A. A. triking unions have asked A. A. Tomei, prez of musicians' union, to pull band from Arcadia, but he has refused. Tomei said, however, he will present problem to general membership of the musicians' local today (Tuesday) and band will be pulled if members desire. He added, the beauth that he translated to the control of the pulled and t though, that he would make a strong speech against such action.

MCA Bevhills Splurge

Beverly Hills, April 6.

Music Corporation of America; currently officing in Los Angeles, plans erection of a building here within 60 days. Outfit has outgrown

its present quarters.
Plan calls for a little theatre, audition rooms and offices for all execs.

Belle Baker in Ky.

elle Baker, at \$2,000 per week, will open the new Beverly Hills Casis in Newport, Ky., 'across the river from Cincinnati, April 22. She's set for two weeks, with options for two more, through the William Mortic office of the set for two the control of the contr two more, through the ris office. Clyde Lucas' crew spot's opening band.

Temperament?

Chicago, April 6.
Eddie Burke, former radi
announcer and m.c., lately a
singing mouse impresario, is
back in town after being on the road four days with his furry canary. Mikey, the warbler, sang swell on the nets and in Chicago, but refused to even chirp the Danvilles and

Calesburgs,
Last Burke saw of the cheese-eater, he was in Bloomington, Ill., as a lobby display.

BRIT. VAF CALLS OFF ALIEN ACT SQUAWK

London, April 6.

Variety Artists Federation, scheduled to hold a meeting yesterday (5) to discuss alien labor conditions in the trade, suddenly cancelled it without explanation.

There had been squawks about too many. Americans playing in vaude here and VAF was seemingly bitter, yelping loudly for action, Evidently officials of the organization have thought it over, however, and decided that it is the better part of wisdom to lay off for the time being perhaps waiting results the Dickstein business in Washington.

BIGGEST MICH. TAVERN RAZED BY 100G FIRE

Detroit, April ire of undetermined origin de stroyed Schneider's Gardens here largest and most elaborate beer tay stroyed Schneider's Gardens here, largest and most elaborate beer tavern in Michigan, early yesterday (Monday), with \$100,000 loss. One-story brick spot, seating 2,000, featured weekly revues with five acts and line.

Floyd Snyder's band, playing spot for past two months, lost all its

for past two months, lost all its equipment, including \$1,500 worth of instruments bought two weeks ago. Police checking story of Joseph Schneider, proprietor, who denied being i building and then admitted being in engine room when blaze started. He was and burned slightly.

N. itery's \$12,000 Fire
New Orleans, April 6.
Hollywood night club, the
Kingsville highway near here, was
destroyed by fire Friday (2) with
a loss estimated at \$12,000. The
property was not insured, said Neal
Andrews, owner.
The club was slated to
following nights

The club was slated to open the following night.

Eddie Peyton Recruiting Band for Pitt. Comeback

Pittsburgh, April 6. Pittsburgh, April 6.
Eddie Peyton, nitery operator and
band-leader recently released from
prison on parole after serving one
year of three-year sentence and subsequently acquitted in \$25,000 damage
suit arising from alleged assault of
a patron, intends to ick up where
he left off this summer. He'll reopen
his roadhouse on Stubenville Pike in
few weeks reassembling a new hand

he left off this summer. He'll reopen his roadhouse on Stubenville Pike in few weeks, reassembling a new band over which he'll preside himself and running the cafe in association with his brother, Mike Peyton.

One of the biggest money-makers in the district, Peyton's spot was closed temporarily after his imprisonment, but last summer was taken over by John Magganotti and Etzi Covato, who run Plaza here during winter. Unfavorable publicity believed to have worked against the spot and Magganotti and Covato dropped a pile of jack. Si then it's been shut down.

Peyton, however, believes he can put it back on its feet and has lined up sufficient outside backing to reopen.

Bridgeport Spot Reopens

ridgeport April Cocoanut rove here re-opened under management of Jim McNamara, former boniface of White House inn here.

Femme imps revue is backed by Tony Dea's orchestra.

Theatres Staging Own Units to Save Producers' Profit; N.G. Unit Season

Nat'l Tours Takes Bath: Pioneered Cruise Steamers

National Pleasure Tours, Inc., first in the field few years back with the 'goung assume ueaso dn-pue-kep-or applied Sat. (3) in Southern Division of the N. Y. Bankruptey Court for a voluntary bath.

Listed liabilities, exclusive of several claims said to be unknown, include the Holland American Line, 2506,325: Prince David, Ltd., \$40,000; Unitted Advertising Agency, \$31,755; Davidson Press, Inc., \$23,524.

National Tours pioneered chartered cruises for a couple of years very successfully until ship lines began, operating stunt themselves, and field became crowded with other competitors. Raiph' Dellevie organized and became president of Nacompetitors. Ralph Dellevie or-ganized and became president of Na-

RADIO UNIT'S BIG **CINCY BUILDUP**

Cincinnati

Cincinnati,
Strongest publicity campai in
local theatre history is being given
the stage show of WLW acts at the
RKO Shubert, which starts Friday
(9), mainly through repeated plugs
on numerous programs of the 500,000
watter. Engagement, first local allradio line-up to play a major house,
will end the Shubert's vaudefilm sea-

will end the Shubert's vaudefilm season.

All RKO theatres, six downtown and two nabes, are plugging the WLW flesh presentation with trailers. Along with the air and screen publicity campaign is an extra dose of newspaper publicity. Among the acts to take part are Paul Sullivan, the Smoothies, DeVore Sisters, Vicki Chase, Brown County Revellers, Carl Freed's harmonica band, Charles Dameron, Ray Shannon, Mary Olcott, the Virginians, the Wildeats, a five-minute sketch from Famous Jury Trials, a large choral group, and Lee Erwin, organist, in addition to appearances of numerous announcers and a skit by sound men. House orchestra will be increased from 18 to 20 men by musicians from

from 13 to 20 men by musicians from Crosley staff and Jack Sprig will re-linquish his baton to Bill Stoess his his baton to Bical director of WLW.

NO. 1 PITT. ROADHOUSE MAY HAVE TO SHUT BAR

Pittsburgh, April 6.
Possibility that one of best-paying nite spots around Pittsburgh may be forced to shutter arose here over weekend when Bill Green was faced

forced to shutter arose here over weekend when Bill Green was faced with revocation of his booze license. Roadhouse proprietor was recently arrested and fined \$300 for having slot machines on premises and district attorney called for hearing on his liquor permit through rule forbidding gambling devices in any establishment peddling alcohol.

Green insisted he was forced to put in machines by gang controlling thriving slot biz in this district and was told that he might receive immunity if he gave authorities names of the higher-ups. This Green did in a signed affidavit, also telling court that he couldn't possibly operate without a liquor license.

Ae result of uncertainty, reen held back opening of Bob McGrew's band for two days and finally decided to go over weekend pending hearing, on his liquor permit here Thursday (8) before Liquor Control Board.

Green's spot has for last couple of

Thursday (8) before Liquot Commo-Board.
Green's spot has for last couple of years been probably biggest money-maker in county, but twice before has been arrested for operating slot machi Green told court that if his license were revoked, he'd have to shut shop. McGrew has just been booked into the roadhouse for indefinite stay, replacing for indefinite stay, replacing Sammy Kaye after six months.

Biben Booking A. C. Pier

Harry Bi , who divides his time between Philadelphia and New York, will again book the Million Dollar Pier, Atlantic City, this summer. . Spot opens with name shows the last week in June.

Cutting out the middleman profit is being practiced more and more by theatres as an economy measure on stage shows. Unit producers are finding their productions heavy on their hands, while theatres, indiand circuit, are slapping together their own presentations.

According to some theatre ops, savings gained via their own productions sometimes reach as high as \$2,000 week. This is effected through eliminating the profit, as well as the natural overhead, indie producer tags on.

Beside the economy standpoint, theatres prefer their own productions because of being able to exercise their own ideas as to the talent. When buying units from an indie producer the operators have to accept his layout, or else make substitutions which, usually not sufficiently rehearsed, don't always fit. Paramount frequently puts together its own shows for spots like the Michigan, Detroit, and Metropolitan, Boston. Four or five acts are augmented at these houses by a line of 12 girls, with the theatre providing the costumes and scenery, which it rents for the week. Presentations are given titles and, for all the payees know, are touri tractions.

Between this growing practice of theatres, plus the reduced playing

all the payees know, are touri tractions.

Between this growing practice of theatres, plus the reduced playing time, unit producers this season haven't fared so well. Profits were small for these shows and layoffs were frequent. Most of the shows budgeted at over \$3,000 could hope for only a maximum of 10 or 12 weeks, with the producer getting back his nut and a profit in that time, or else.

As an instance, the season's best production effort, according to the consensus of bookers' opinions, played only five weeks, all for RKO, with the producers going in the red, unit, which closed at the Shubert, Cincinnati, last week, produced especially for RKO by Clark Robinson, Chester Hale and John Hickey.

Indpls. House Won't Play Muncie Acts. But Oke Vice Versa

Chicago, April 6.
Considerable competition has developed in the buying of acts by Mark Wolfe for his Rivoli, Munci, Indiana house, and Charlie Olson, operator of the Lyric, Indianapoli, with Olson reported to be refusing to play any act which has played the Muncie house first.
Reason given is that Lyric, in Indianapolis, located only a few miles from Muncie, draws considerable business from that town, particularly on weekends. It is understood, however, that acts may play in the reverse order without any serious complications.
Lyric is a full week stand, while the Muncie house is a two-day date,

GROCER TOSSES PARTY: \$8,000 FOR ACTS, ORKS

Krasne, wholesale grocer, tossed a party for 800 out-of-fown buyers at the Waldorf-Astoria, N. Y. Saturday (3) night, ladling out more than \$8,000 on talent alone for the one-niter.

On the entertainment deck were the bands led by Rudy Vallee, Xavier Cugat, Bob Stanley, Henry Scharf.

Acts were Johnny Burke, Cyril Smith, Barto and Mann, Armand Tokatchyan, Gabriel-Heatter as m. c., Sam Hearn, Mary Small, Lee Puld, Edna Strong and Georges and Jalna.

Morgan Dancers Dated

Stuart Morgan Dancers, quartet, have been set for the open-ing show at Billy Rose's Casa Man-ana, Ft. Worth, starting June Everett Marshall will be in the same

Adagioists are also set for a peat by the William Morris office at the Versailles, New York, opening May 13 for two weeks. This nitery show will include Grace Hayes and will include Grace Hayes

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Inside Stuff—Vaudeville

Janet Riesenfeld, daughter of Hugo Riesenfeld, has left Hollywood for Mexico City to fill dancing engagements at the Alameda theatre and the Belles Arts cafe there.

Before leaving for the south, Miss Riesenfeld, who uses the professional name of Raquel Rojas, mailed manuscript of 'I Live My Life at 2!' to Random House, which will publish it this summer. Yarn deat with the dancer's experiences in Spain during the early days of the current

Harlem Opera House, N. Y., last week was picketed and a union pianist yanked because a colored femme dancer danced off the stage while an amateur tramp band was still on. Band won a prize at adjacent Apollo theatre week preceding and was booked by H.O.H. for its weekend vaude. Union delegate considered crew was no longer an act and would require union status as a band because gal danced off the stage to its, music. Matter was later straightened out, however.

House line of 12 girls at the State-Lake, Chicago, decided last week that they deserved more money for the kind of work they were doing. They went in a body to Aaron Jones, Jr., with a demand for an increase from \$30 to \$35 per week. Jones got himself 12 new girls.

Boy Meets Girl' with financial success over week-ends at the Earle, and has the 'Follies,' with Fanny Brice, tentatively booked for the Memorial Day week-end.

While the city fathers may turn a 'lberal' eye on the nitery shows, they have definitely set themselves against any extremes in bathing suits. Men will have to wear shirts and the femmes will also have to exercise a certain amount of modesty.

REX WEBER SETTLES

SUIT WITH SHUBERTS

Rex Weber, who walked out of the Shuberts' 'Passing Show' unit in 1935 because he claimed the role of a eunuch was a violation of his con-tract, received a settlement on his

tract, received a settlement on his suit against the producers last week.

I. Robert Broder was his counsel.

In his suit, Weber charged that the Shuberts, in order to force him to quit, cut his work down to a minimum and finally put him in the minor, role of a harem-guard despite his featured billing.

Stage Shows Till June Pittsburgh, April 6.

For first time in almost a year

Stanley, WB de luxer, is breathing

Stanley, WB de luxer, is breathing easier about flesh bookings. Harry Kalmine, zone manager for circuit here, got back from New York couple of days ago with solid line-up of attractions running through June, a new experience for house. Of late, spot has been forced to bring in shows on the cuff, never knowing from one week to the next what's coming.

Future list reveals predominance of band acts, starting Friday (9), with Jan Garber and followed by Ted Lewis. Only break in steady succession of musical crews comes week of April 23, when Major Bowes'

week of April 23, when major Bowes International Amateur revue comes in, first date for the ams here since last October. Previous to that, hardly two months went by that didn't see a Bowes unit at Stanley.

a Bowes unit at Stanley.

Ina Ray Hutton follows April 30,
and then Guy Lombardo May 7. Following week still open, with management hoping to land Hal Kemp
for that spot, and Shep Fields May 21.
Confirmations still awaited on subsequent' few weeks, while Benny
Goodman has been pencilled in for
either June 11 or 18.

either June 11 or 18.

It's a return engagement for Goodman. Two years ago, before ewing craze hit, he played Stanley at \$2,80 and gave site record low gross. For coming date, he'll get three times that.

N. H. Gets Stage Show

Paramount here goes flesh for first week in months, bringing in 'Park Avenue Revue' Thursday (8). House had previously mulled a policy of stage shows every third week, but musician trouble nixed the idea. Adjustment now made and use of future units will hinge on next week's hig.

Rhythm Boys to London

Rhythm Boys are set for London during the Coronation in May. Will play the Cafe de Paree and Victoria Palace. Agented by William Morris

Boys recently closed 18 months at the Weylin Bar, New York.

office.

New Haven, April 6.

Pitt-Stanley Lines Up

A. C. EXPECTING **BIG '37 SEASON**

Atlantic City, April 6.

e town's piers, theatres and clubs are dressing up for what inght clubs are dressing up for what is expected to be the most profitable summer season in years. From the pre-season shows put on over the Easter weekend here, there is every indication that this resort will offer entertainment on a bigger and naughtier scale than ever before.

entertainment on a bigger and anughtier scale than ever before.

Ferhaps the greatest change has been made at Babbett's Golden Inn, where a new yacht bar has been installed. It was designed by I. Arthur Garger, of New York, and reliects the marine motif throughout. The 500 Club has been re-painted, while the Torch Club, under the management of Lou Shapiro, has inaugurated a 'never closed' policy. The Rainbow grill at the Ambassador hotel will continue with Roger Kay's orchestra, the Marine Grill at the Traymore with William Madden's ensemble, and the 'Chelsea Grill with Eddie Morgad's band.

Ted Rosenbert' has opened his Bath and Turf Club and Louise Mack her Entertainer's Club. Eddy Braad's orchestra has been engaged to start the season at the Ritz Merry-Go-Round bar, while Club Nomad will enlarge its 'Bare-Evities' show, hoping that the city fathers will not raise the fuss that they did against nudity last year.

The Spread Eagle Tavern, on the entitiette the season be intelled.

nudity last year.

The Spread Eagle Tavern, on the outskirts of the town, has installed an organ which will provide the music for the floor show and dancing. There will be the usual 'hot spots, where the visitor can place a

spots, where the visitor can place a quarter in a slot machine, or place a bet on a horse. Not a few of the back rooms' will again offer roulette wheels and dice tables. Piers and theatres are brushing up their fronts. Joe Quittner, who operates the Globe on the Boardwalk with burlesque, will also try his hand at touring legit shows. Quittner hopes to bring a number of Broadway hits to town at popular prices. He has already offered 'Tobacco Road' and

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DOROTHEA ANTEL

MIKE MARCO EAST FOR PARTINGTON POWWOW

Mike Marco is in N. Y. for a short stay, conferring with Jack Parting-ton, head of the eastern end of Fanchon & Marco. Arrived yester-day (Tuesday) after a stopoff in St. Louis.

Before leaving the Coast, Marco Before leaving the Cosst, matter set a deal for the Hawks & Volck agency there to represent F&M tal-ent for pictures, the F&M agency staff itself, composed of Joe Bren, Max Bradfield, Ben Black and Roy Wolff, handling stage and nitery

LEONIDOFF ON Q. T. CASINO **STAGING**

With Clifford C. Fischer and Jean Leseyeux, French Casino producers, in France staging the Les Ambassa-Leseyeux,French Casino producers, in France staging the Les Ambassa-deurs, Paris, show opening May 19, Leon Leonidoff will produce the new production at the Casino Paristen (Morrison Hotel), Chicago, opening April 27. Deal is by arrangement with the Music Hall, N. Y., but the pact forbids use of Leonidoff's name in exploitation. Hall wants it understood that Leonidoff is its exclusive property.

New Chicago show will hold Aaren and Broderick, Four Kraddocks, Lindstvoems (ice skaters), Piroska, Russe dancer, and Anita Jacobi. New layout was to have you may be a sound necessary and the current show sticks for that period.

French Casino in New York will close July 10 for a few weeks, with a summer production titled "Polies Bergere' opening around Aug. 15. Fisher and Leseyeux will be back from Paris in time to stage this.

Les Ambassadeurs will hold local Parisian orchestra, original booking of Eddie South being out because the colored band couldn't get labor permits. Three Sophisticates and Corinne will be in the production.

production.

LOEW SETS WHITEMAN AT \$8,500 PLUS SPLIT

Paul Whiteman goes into Loew's State, N. Y., May 13 at a guarantee of \$8,500 and a percentage. Follows with Capitol, Washington, May 21 on

Mills Artists agented.

Lopez Going on Leave From Astor for P. A.'s

Vincent Lopez leaves the Hotel Astor (N. Y.) grillroom soon for some picture house dates, returning some picture house dates, returning for the summer season on the roof. Lopez and his orchestra have been at the Astor for eight months and the new contract calls for an extension of his services to include more of the banquet and private party work, just as when he was the big noise at the Hotel Pennsylvania in the pioneer 'Lopez Speaking' radio days'

Rudy Vallee is coming in for a limited stay at the Astor roof, May 24, in between Lopez's departure and

Niesen's Vaudates

Gertrude Niesen closes an eight-week stay at the Chez Paree, Chi, Thursday (8), and following day goes into the Chicago theatre for a

week.
April 16 stanza she's set at the Fox, Detroit.

Lillian Roth Abroad Lillian Roth is another U. S. act to be spotted in London for the Coronation.

Coronation.

She sails from New York for London May 19, opening at the Victoria Palace for an indefinite stay. Curtis

Joe Morrison's P.A.

Hollywood, April 6.
Joe Morrison leaves here in two
weeks to open tour of personal appearances in Memphis, April 28.
Bookings also include Washington
and New York.

Chester Hale Replaces Short On Dallas Nitery Assignment

Hassard Short is out as producer of the opening show for the Pan-American Casino, nitery adjunct of the Dallas Greater Texas, Pan-American Exposition, opening June 12. Short, signed for \$20,000 plus expenses to stage the first floorshow, withdrew when George Marshall, general entertainment director, and other expo officials refused to permit Short to add on additional costs plus a hand-picked staff.

In Short's place will be Chester Hale, who was set late last week and has already issued a call for 48 chorus girls and ballet dancers. He'll go to Dallas to look over the nitery next week and then returns to put the first show, topped by Ted Fio Rito's band, Veloz and Yolanda, Stan Kavanaugh and a male choir of 24 voices, into rehearsal in New York. Meanwhile Marshall is on the Coast, reported looking for an additional name. Borrah Minevitch's harmonica band is a possibility if 20th-Fox pleture chores will permit. pand is a possibility if 20th-Fox plc

name. Borrah Minevitch's harmonica band is a possibility if 20th-Fox plcture chores will permit. Short, currently in Europe, relayed his added desires to Marshall. Expoexec and Dallas officials felt that these added expenses, plus the cost-liness of the show itself, would be too high. Jo Meilziner is currently in Dallas supervising the remodeling of the expo auditorium into a mammoth nitery.

Hale, in order to take the Dallas post, has temporarily withdrawn from the unit production triumvirate recently formed between himself, Clark Robinson and John Hickey, Veloz and Yolanda are trying to squeeze out of agreement to appear at Dallas casino, Dancers have been offered a spot in C. B. Cochran's new revue to be presented during Cornation period and want to avail themselves of the prestige. So far it's no go with Marshall.

Dallas, April 6.
Joe Mielziner flew in Sunday (4)
to confer with George Dahl, architect, on decor for the Pan-American

Expo officials are concentrating on

advance sale of combo tickets to the expo. A goal of \$500,000 has been set, a value of \$3.60 retailing for \$2.20. Tickets will be sold in pairs and each combo will consist of two general admissions, two ducats to Cavalcade of Americas and a ticket to each of four shows: Road to Rio, a Latin-American village; Lost World, a mechanized exhibit of prehistoric lite; Black Forest, ice-rink holdover from last year, and The Bowery, a replica of New York in the nineties.

MCA TO STAGE K.C. JUBILESTA

Chicago, April 6.

Chicago, April 6.

Music Corp. of America has been appointed by the city of Kansas City to handle its annual Jublesta this fall, which will run for 10 days starting on Sept. 18. Deal was set last week by v.p. W. H. Stein i a meeting down in K.C. with the board of trustees.

board of trustees.

Plans include a public dance one night to the music of Eddy Duchin's band; a musical program for the younger element by the Benny Goodman orchestra; a Cuban festival day with acts brought in from Havana. Also a championship boxing match, a "little Olympics" with Jesse Owens, Glenn Cunningham and others.

Owens, Gienn contents.

Fred G. Buffe has been named in charge of exhibits for the Jubliestra, John Jenkins III on publicity, Tom Evans on finance and Crosby Kemsper as keeper of the treasury.

Harry Rosenthal's band opened at Nick Bates' Merry-Go-Round, N. Y., on return from Everglades Club, Palm Beach, Fla.

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Night Club Reviews

RAINBOW ROOM, N. Y.

Ruby Newman's forthright dansapation registered so handily at the informal Rainbow Grill last year that the Boston maestro has been promoted the snooty Rainbow Room, where he's clicking anew and effly paced by Francoi at the door, etc.

Abel, promoted the snooty Rainbow Room, where he's clicking anew with is excellent terp tunestering. Newman heads a new show at the ace Rockfeller nitery, with Alec Templeton, the blind English pianistomedian, holding, or Ph. D. magician, and the state of th

OLIVE ANDREE AL SAMUELS Well Intended Buffoonery
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VERSAILLES, N. Y.

VERSAILLES, N. Y.

Bringing back Josephine Huston, following her recent engagement at the Broadway Hollywood Rest, the snooty but genial Versailles surrounds her with two other acts for a three-way, sock. Both the Condos Bros and the Paul Sydell and Spotty turns are punches in themselves, which, added to Miss Huston, provides a short but surefire floor show without frills or noise or girls. Being class, the Versailles doesn't go in for trimmings such as John 1900 of the condition of the growth of

SOUTHLAND

(BOSTON)

(BOSTON)

Boston, April 4.

Newest nitery for the Hub is the Southland on the former premises, of the Lido, a chop size dine-dancer that folded this season. How new spot: will make out depends upon big doses.

Bob Levin and Max Grace are the impresarios, new to the nite club field, but with ambitious ideas. Blanche Calloway band and a sepia show is the opening bill, and for one deafening hour they give their clum in addition to the line of 10 cm of

and habitues of the old Lido will still feel at home. Downstairs is a cocktail bar and lounge that can be patronized by droppers-in from the street without subjecting them-selves to the \$1.50 minimum up-

street without supperung selves to the \$1.50 minimum upstairs.

Duke Ellington, Cab Calloway, and Fats Waller are penciled in for future weeks, says the management.

Foc.

UBANGI CLUB

(NEW YORK)

Reports that Harlem's night life entertainment was going highbrow are blasted with new spring show and looks like frantic effort to regain the trade that has switched to the more convenient Harlemania now transplanted to Times Sq. Opening was too long for a good floor show unaning over 90 minutes, but there is plenty of production. With the state of the same an incident in the show with her aughtly tyrics. Hits are Tondelayo, rhumba and native dancer, Barrington Guy, in singing and dramaticists, Mae Johnson, singing bronzestripper, and Al Moore and Dene, ballroomers. Miss Johnson stripper, and Al Moore and Dene, ballroomers. Miss Johnson had been stripper, and Al Moore and Dene, ballroomers. Mallen Drew mc.'s with plenty blue material, and he could take a slicing.

Mild opening is handled by Wilma Freeman (and Freeman), who sings and dances with the line. Toby Wilson, personable boy tap dancer. Been Matthews, another of the dancing and singing personnel, speeds up the pace for Tondelayo's opening bolero number backgrounded by castanet and tom tom playing chorus. It's a wild, twisting dance done in semination of the more than an homo sketch, with Guy as the discarded boy. In My Well of Lone liness' is sung by Guy in same cabaret scene. Blue stuff, once started, continues with Mae Johnson's singing of Get it While You Can Guy and Dene render neat dramatics in a homo sketch, with Guy as the discarded boy. In My Well of Lone liness' is sung by Guy in same cabaret scene. Blue stuff, once started, continues with Mae Johnson's singing of Get it While You Can Guy and Dene render neat dramatics in a homo sketch, with Guy as the discarded boy. In My Well of Lone liness' is sung by Guy in same cabaret scene. Blue stuff, once started, continues with Mae Johnson's singing of Get it While You Can Guy and Dene render neat dramatics in a homo sketch, with Guy singing La Paloma very well in Spanish.

Avon Grown Boy) Lo

MINNESOTA ROOM

(NOCOLLET, MINN.)

Minneapolis, April 1.

This swanky Twin City niter in the Ralph Hitz Hotel Nicolet has been doing a land-office business all winter and trade isn't likely to suffer during the engagement of Gus Arnheim and his orchestra, which would be a dull Monday night for the average spot, the room with its

(Continued on page 67)

Nitery Placements

Del Casino, singer, quitting Hollywood Rest, N. Y., to go to Trocadero,
Hollywood, Cal.
Carlos Loper, guitarist-singer,
added to show at Nick Bate's MerryGo-Round, N. Y.
Josephine Huston, singer; Paul
Josephine Huston, singer; Maldor
Josephine Huston, singer; Rud
Josephine Huston, singer; Ruth
Josephine
Josephi

Nite Club Followup

• 15 YEARS AGO • (From VARIETY and Clipper)

Revenue men, seeking to reconcile tax statements from indie exchanges and producers uncovered the fact that exchanges were short-changing the producers. Would report a \$250 rental at \$200, but it all came out when the income tax audit was made.

Reported that Adolph Zukor and Row was started 'Mistress of the World,' which was a complete

Now it was the directors who were making faces at the Hays office. Figured it a move to force salary reductions. They know better now.

Bert Fitzgibbon planted a classic with a fake song title "There's a Broken Arch for Heel on Broadway." With vari still current. "There Heel on still

Will Oakland the deucer at the Winter Garden and only mildly a hit there. He got better.

illian Walker, former Vitagraph star, making another vaude try, this time in a sketch. Loads of person-ality, but she never managed to click.

Paul Whiteman went the Brown Brothers one better with the Paul Whiteman Saxophone Septet. Play-ing a N. Y. tryout.

Smith and Dale in the Keith-Shubert fight for their services, denied they were unique or extraordinary and quoted G. Bernard Shaw to prove it. Shaw once wrote that American vaudevillians were vulgar neonle.

N. Y. newspaper reported to be looking for a radio station permit. Then issued by the Interstate Com-merce Commission.

George M. Cohan had a number of plays readied, but not going to put them on the stage until show busi-ness grew more profitable.

Saranac Lake By Happy Benway

Lillian Mansfield, professionally known as Lilly Lillis, making the best of it here via the ozone route. Mrs. Eugene Platzman, wife of music arranger, Gene Platzman, doing okay at 28 Church st.; she has been here many years. Joseph Tio is a new arrival at the Will Rogers hosp.

Hazel Coleman now is head operator at the Rogers hosp.

Harold-Rodner was in and out for another look-see.

Harold Rodner was in and out for another look-see.

Helen O'Reilly, ex-N.V.A-ite for 10 years or so, who now manages the Hollywood dress shop here, back from B'way visit.

Mrs. Marshall Franks, of Chicago, here bedsiding Gladys Palmer, who has had a minor setback.

Helen 'Marshall, immy. Marshall, sporting a laster casts.

casts.

Town agg anticipating the coming two big conventions, D.A.V. and American Legi. Every merchant. and cottage owner donates and now there is about \$2,000 in the coffers for entertainments that will be furnished the boys.

Voodoo Dancers' B.O.

The Yanyego Voodoo Dancers have put across Frank Cerutti's LeMirage on East 54th street, N. Y. have put across Frank Cerutti's LeMirage on East 54th street, N. Y. The Negro Cuban outfit, ith their primitive tom-tom tempos plus the humba shenanigans' (Shoein' the Mare', etc.), have become an effective but inexpensive draw. With them are some other specialists and a good four-piece dance band in Cookie's combo. Place is starting to Complete the starting to the starting to complete the starting to the starting the starting to complete the starting to the starting the start

session.

Some

On the matter of grosses, some of the more popular chop-houses around N. Y. aren't doing badly considering they're-straight restaurants. However, likker is the velvet; just on straight food, it's not enough. Thus the Hickory House, ith the post-dinner swing sessions around the musical bar, is now well over \$10,000 weekly for the Jack Goldman-Dutch Brown syndicate. Gallagher's is around \$9,000; Dempsey's ditto; Dinty Moore's around \$6,000 average weekly gross: The Tavern ditto or a shade better. The big niteries are currently doing OK bix although the Paradise at \$20,000 although the Paradise of \$20,000 a

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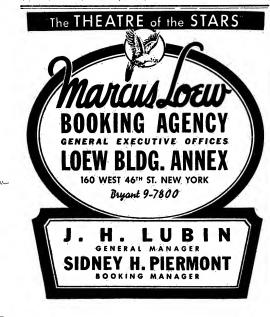
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Civide Brennan Ore Brarlem Upront Brakine II witing Rd Frakine II witing Rd Kilna Mae Hulley Kilna Mae Hulley Kilna Mae Hulley Kilna Mae Hulley Willie Akcila Tiny Bunch Lovey, Land Dee I. McKay Ebony Racais Found College Found College Found College Founder College Found

Joe Mursdin Orc.
Adele Glinrd
Chus Tengarden
Stupri & Duer
Eddle Condon
3 Tenpers
Bunny Bernjan

H'lyw'il Restaurar Benny Fields
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Vincent Lopez Ore Fred Lowery Grena Slown Melba Molsing Emily Van Loesen Chas Hoffman Stanley Worth Robert Lytell, Florenzos Walfon & Joanne

Variety Bills

NEXT WEEK (April 12) THIS WEEK (April 5)

in connection with bills below indicate openiday of

RKO

ALBANY
Meith's (11-14)
lums of Paris
BOSTON
Keith's (8)
At Hone Abroad
N T G Rev
Charmion
CHICAGO N T G Rev Charmlon CHICAGO Palace (B) Benny Meroff Orc (2) Benny Meroff Orc CINCINNATI Palace (9) WLW Radio Rev (2)

Harriet Hayes Frances Arms Mells Kirk & H Stepin Fetchit Gomez & Winona MINNEAPOLIS Orpheum (2) on the second of Roger Pryst Orc
CLEVELAND
Palnes (9)
Don Redman Orc
(2)
Rhapsody in Silk
Samuels Bros

KAY KATYA and KAY NOW ON THEIR 96th Week

LEDDY & SMITH

Loew

NEW YORK CITY
State (8)
ES Sullvan
ED Sullvan
ED Sullvan
ED State (8)
ES State (9)

ROXYETTES EASTLAND, TEX. Connellee (13 only) Bell's Hawalians MONTREAL Loew's (9)

Loew's (9)
3 Harts
Buddy Rich
Roy Rogers
Carol Manners
Ted Claire Co
Jean Sablon

Jean Sablon
NEW HAVEN
Paramount (9)
Park Ave Fulles
SPRINGFIELD
Paramount.
H'wood Hotel
TORONTO
Shea's (9)

Shea's (9)
Masters & Rollins
Owen McGivney Co
Red Skelton
Mattison's Rhythms
Sally Irene & M

Paramount DETROIT Michigan (0) Readdinger 2 Louise Massey Co Weire Bros Roxyettes

Warner

PHILADELPHIA Allegheny (8-10) Frank Pele Trado Top Hat Rev

THILADELL'HIA
Allegheny (8-19)
Frank Pele Trado
typ litat Rev

Earle (8)
G. Level (9)
G. Way Orc
Fox (9)
Way Orc
Fox (9)
Way Orc
Fox (10)
Way Top Hat Rev
Sarle (II)
Ted Lewis Ore
(2)
(3)
(3)
Way Ore
Way Ore
Way Gre
Way Katya & K
Jarkie Heiler
Mr & Mrs J Crawf d
Virkinia Lee
Lester Cole Co

Independent

Anne, Zcke vaughn Cornis Boh Hall J Sophistic'd Ladies KANSAS CITY, Mn. Tower (9)

State-Lake Joe Arenea Co Sully & Thomas D' Karel & Andri Don Enrico Frances Miller (Two to fill)

C ICAGO

Pepilo Ted Cook (Two to fi Ted Cook (Two to fill) MEMPHIS Orpheum (7) Blackslone OKLAHOMA CITY Warner (9-12) Polly Moran (Two to fill)

INDIANAPOLIS
Lyrie (9).

The Ridge Follies'
Sliver Cornet Bd
Dick Hiddleston
Winnie & Jinx

London

Week of April 5

Victoria Pulse Sylvia Froos. Verdi & Lee Cardini Mary Holles Roy, Lee & Jack Powell Oxford:5 Vic. Oliver A S Powers Magnits

Maginis BROMI.E Gambier Manusch Manusch Manusch Manusch Manusch Myron Penji Po Angela Parselles CHADWELL HTH Pasco & Boys Froince & Boys Proince & Boys Poince & Boys Palace Marina

CHELNEA
Pilluce
Martina
Vactio & Heriz
N'ewoode & Etter'ds
CLAFTON
De Have & Page
Gailland
Eastr HAM
Granaula
Forbes & Bairte
Pasco & Dorothy
State & Boys
Chemical Research
Commission of the C

Strad & Soy, Painter 3 EDGWARE ROAD Grand Vine, More & N Vine, More & N Walter Niblo EDMONTON Empire

Empire
Reggie Reddil
Leslie Strunge
Josef Blank Co
HAMMERSMIT
Pulace
Arnaut Brow

Soper
Don Rico Bd
ISLINGTON
Blue Hall
1st hulf (5-7
3 Hiltons (5:7)

ABERDE

AHERDE
Tivall
Jack Anthony
Bond Rowell
Renara
Heller & Clare
Carson Sis
11 Fishey Gia
12 Fishey Gia
A Dennis Hoys &
Jas, Calvert
EDINERY

EDINBURGH

EDINBURGH

Regent
List Indt (A.7)
Risdon & Veditle
2d half (K-10)
Haywd, Uny & D

Royal
Joe, Tons Hd
Bonita Nis
Jack Grieve
Cable & Carr
V C Rursynna
Loudle Benstead

Frank Craven, Rila Flesch Ann White Jimmy Whalen Orc

Ill's Gay 90's

III's Gay 80's
Eddie Leonard
Jerry While
Gay. Nineties 6
Rudy Madlson
Joseph E Howard
Yed Beyer
Ethel Gibert
Bries Rail
Neil' Golden Or
3 Continenties
Sid Telcholz

Sid Telebolz

Cafe Bull
Chie Farmer
Eddie: Lambert
Vivian Hay
The Limbolos
Gene Archer
Virginth Shilth
Reim Dell
Wanda Mora
Hoger Steele Ore
Jäck Wallac

Honer Speele Ore
Mirudine
Jacquellos Loyce
Mirudine
Jacquellos Loyce
Jacquellos
Jacquell

Club

Amonio & Carilo
Sarita Herraru
Roslia Ortega

Louis Ainner
2d hult (19-19)
Avils & Francis
Van Dock
KILBERN
Grange
Vine, More & N
Watter Nibio
LEWISHAM
Kahees
Youn Kahees
Youn Kahees
Kinitis
Kiraku Bros
Deifont & Tok
NEW CROSS

NEW CROSS

PECKHAM Palare Troise Mandollers

Reggle, Redcliffe Lealle, Strange Josef Blank, Co

Week of April 5

Cabaret Bills

NEW YORK CITY

Jac empsey's Phil Romano Ore Carl & L Bonner empaey's

Da Plerrol's

Holst Ore Er

Provincial

Hotel Eillson

Fifth Ave Roy Strum Orc Hatel Govern Clinton

Hotel Half Moon (Brooklyn)

Ozzle Nelson Orc Shirley Lloyd atel Lincoln

Hotel McAlpin Bach Light Ore Mary Danis A Gonzales in Muriel Sherman Hotel Monichle Coral Binders Hall Hape Ore, Bill Lincoln George Tordy Am Courtney Jules Joseh

Hetel Murrey Hill
(Feuntain Room)
Dolores Farris
Huth Kidd

Rob Therry
Hone Therry
Heart Howers

William Hower

Kantina & Fairell

Hafel New Yorker

Leon Belagar

For Hone

Kerker Dank

K Chita
Lon Rancheres 8
Adellii Divan
Parlos Moniov
Maclovia & Candido
Rosita Rius
Don Alberto Orc

Br Hore Go Trocolor Took of effact Petro Vis Bd. Petro Vis

Rachel Carlay Pearl 2 Valhalla Maurice Shaw Marita Lagraine Barrett Rond Hal otel Plaza Veloz & Yolunda Eddle Duchin Ora Will McCune Oro

Voranilles

Josephine Huslon Paul Sydeli & Spot Condos Bros Meadowbrook Boys

Meadowbrook Boy Village Barn Larry McMahon 5 Plying Whirlon Willle Solar M Montgomery Barnet & Parker

Ball.

Bruz Fletch Charles Lawrence

Heverly Wilshire Rul Rolln Harry Owens, Orc.

History Owens, Orc.
Hiltonne-Banwi

Ridio Rognie

Ridio Rognie

Ridio Rognie

Ridio Rognie

Loster & Irringien

Joster & Irringien

Loster & Irringien

Koder (Canson's

R Grey & J Bergen

Cus Vin Irrig

Loretta Lee
Gus Yan
La
Park Ave Bove
Stan Clair Oro.
Clover Cia
Rob Grant Oro
Robert Cia
Rob Grant Oro
Roberts
Lee: Parker
Joe Mahny
Joe Richman
Joe Melonian
Roberts
Lee: Parker
Nicholan Broo
Richolan Broo
Ramdell Girls
Silm Martin Oro
Famos Boor.

Famous Door.
Eddle Benil
Louis Prima Orc
Hawailan Paradise
Sol Brights Orc

Little Club

lackbow

lacking Joe Sanders Ruth & B. Ambrose Barbara: Parks Terry & Walker Chez Purce Edgar Bergen Gertrude Neisnn Bert Frohmen Lorraine Sannschi Josephing Buckley Miriam Verne Henry Busse Orch. Don Cummings Club Alshum

Don Cunnings
Club Albiam
Virginia Inmed
Buddy & Betty
Bernard & Benry
Mae Sis
Art Williams Or
Clob Mayfia
Variety Boys
Edina Eirica
3 Short Waves
Lanny & Letu
4 Rhythm Girls
Lou Sailes Ore
Club Min

Colosimos

Congress lintel

(Cyallo)

Bob Crosby Orch,
Wilkins & Wulters
Olympic Trio
Clins, Carrer
Kny Weber
The Crusader

CHICAGO

Tiny Meredith Jane Jones Paul Kendali

LOS ANGELES

Hotel Roosevelt Internationals uy Lombardo O Hotel Ritz-Carlton Hotel Ritz-Carlton
H. Claine & Sh'nnon
Lime 3.
Edna Jania.
Senor Wences
Kraddocks
Zoske.
Zoske.
Zoske.
Baail Faneen Ore
A'rman Veccey 'Ure
Hotel Sava, Plara,
Dwight Piake.
Smile Pett Ore
Haidaneras. Ore
Hotel Sketton

Hotel Shelton
Teggy Dollan
Bolt Lockyldge
Joseph Zatour Oro,
Hotel St. Genrge
(Brnoklyn)
Bil Dautzwig
3 Mack Bros
Rita.

Pinia & Kirsoff, Gen Lolliersky Rapinel Lubay Doubingo Nicholas Zorin Serge Sergey Catherine Grey Alex Bunchuk Ore Hotel St. .

Miaco Alex Botkin Eyelyn Cuse Cliff Newdahl Inck Sherr Or Illis Deon Gtisha Hotel St. Regia (Iridium Roum)

Emil Coleman Or Charles Palumbo Boy-Foy M Abliott Co Paul Gerrita liotel Tuft

Geo, Hall Dolly Dawn Johnny McKeever Emperors of R'yt'ın Hotel Vanderblit

Hotel Vanderbilt.
Eddle Jane Ora
Goodelle & Farrier
Dorothy Howe
Botel WaldertActuria
Leo Reisman Ore
Edgar Bergen
Xavier Cugat Ore
Eve Symington
Georges & Jaina Hotel Wellington

Fred Berhene Ore
Le Minne.
Roberts Jonay
Roberts Jonay
Maryon Dale
Marie Ahmonte
Donald & Drina.
Voodoo, Dancers
Jin, Karney
Vandy, Horton Ore
Conkle Williams Or Leon & Eidle's
Iris Advisa.
William Parmer e
The Barancas
Billy Roed
Ingwest Allen
Ingwest Allen
Ingwest Allen
Ingwest Jones
Ingwest J

A Rhythm Giris
Lou Sales Ore
Club Min
Alvina Morton
Dorothy Wull
Chessin 2
Sinimia Laska
Doi 'sles
Jerry Gildden Ore Colosimos

Don Enrido
Boh Tinsley
Juno St. Chil
Straud 2
Louis Miller
Gonid Sis
Bobby Danders
B & F Gilbert

Madelelot's
Lucilie
Jili Grey 3
Merry Ga- muni
Cousnelo Flowerton
dicton Sinchulr
Hulen Bates
Hurry Rosenthal OrBorls K retzky EnTony Surg Co
Man Puris
Versatilie

Colleen Georgia Lucky Lew King Jules Novit Marion Miller John Houston Jean Bradley Juck Elkins Mon ruVersattle 3
Lady S. Wilkins
Gene Foodlett Or
Laurence White
Micron Pleise
Onyx Clu

Harry's N.
Cubaret
Buddy Wulker
Melba Briun
fane Ruby
Buddy & Seima
Marlon Morgan 111-11-4

Billy Sayder.
Sully Sayder.
Sully Say
Loudant Sin
Fanction Davis
Hotel Bismarck
(Walnut Room)

(Walnut Room)
Phil LeVant Oro
George Whild
Gretchen, Ece
McNallie Six
Pon S Jenninge
Bert Granoff
Tod Liebling
Terry Howard
Hotel Brevnort Jaros Sis Grace Kalor Bere Laeyen Joe Parlaio Drake Hotel

(Silver Forrest) PHILADELPHIA

Honey Sincluir Louise & Marten

Iva Kitchell
Bourbon & Baine
Jean Kirk
Hunk Rainsey
Johnny Russell
Ruth Craven
Tex Lewis Cowboys

Seven
Lity-Gibson
Lounie McIntir
Somerset House
Kenny Gurdner
Bill Zerker
Camille Saru
Tunny

Hotel Edgewater
Hench
(Marine Room)
Anson Weeks
Rodrigo & Francino
W Jennier & Budily
John, Jiule
Harriett Si is

llutel Lacalle lue Fountain Room)

King's Josters Oro Murjorle Whitney C & Helen Stone Marlonette Rev

Hotel Morrison (Terruce Room)

(Cosino Parisien)

(Cusino Parisien)
Emil Boreo
Olive & George
Enrico Bertalano
Tod Liebiling Co
3 Bredwins
Chappy
Arubol, Rich & MBunter, Shaver Co,
Lou Breese Oro

Hotel Palmer House (Emulre Room)

(Empire Room)
June & A. Parrish
Roberts & White
Pito Coral
Burtlett & Hurst
Goo Hamilton Org
Carl Simpson
Abbott Dancers

Hntel Sherman (College Inn)

Chilege Inn)
Gertrude Hoffman
Cal Varsity 8
Garcia & Perrot
Sonny & Sonny
6 Lindy Hoppers
Ed Rickard
Red Nichola

Lois Nixon
Kern & Brandt
George Vincent
Jack & June Blair
Aronomiuk Farme
Putty LuVerne
Mildred Bored
Joe O'Nell Oro
John Bailey Yacht Club

Barritz Cafe
Dic Auton Or
Peggy Grief
Nolau, Dariling & N
Bellevus-Stratford
(Planek Bonn)
Meyer Davis Opo
Best Franklin Hotel
(Georgia Room)
Mey Davis Opo
Best Charles Hotel
(Georgia Room)
Meyer Davis Opo
Best Charles
Leo Zolio
Formation
Best Charles
Leo Zolio
Best Charles
Bes lly Bruy lsy Ogden

Ginger Isabelle & ct'v's

Club Parra

NGELES
Helen Warm
Hose Vulvida

Graner's Dume
Graner's Dume
Graner's Leonarde
Jacobs Valvida

Graner Securities
Speck Walkins
George Hedman Orc
Parille Sanset Club
Pergy Pa
Arnetia
Al Heath

Stac Hron's Penri
Hosenia
Stac Hron's Penri
Hosenia
Hos Club Purra Sunny Prazer Dolly Arlyn Holly Arlyn Holly Tinaw Holly Tinaw Belly Holly Belly Hornion by Clex Michael Joe Foliman Ore Continental Room Dercy Stoner Sully Windon Dorothy Dore elson & March De Paul's Cafe

Da Paul's Cafe
Diant Johnson
Jerry unity
Smith & Cookle
Johnsy Kurlington
Kayo Moya
Vinta King
Trent Rate
Cita Rate

Evergreen Cash Heldine & D'n'ide'n Harry Glyn Kenny Eryer ro Betty Lane Kay Humillon

Thinsy's

Pat O'Shea
Arnold Sis
Leona Rico
Jane Morgan
Irene Borry
Arnes Johnson
Al Eldredge Ord
Trocadero
Phil Ohman Oro
U-Gene's Frank Patumbo's
4 Blossoms
Bard Denny
Bard Denny
Bard & Chrinen
Norman Fuye
Phylliss LaRue
Dill' Sis
Billy Julian
Hazel Harmon
Eddie Do Juca Ore
Hotel Adolphia
(Cafe Marguery)
Agner Tolie U-Gene's Frank Gallagher Neille Becker Noble & Donnelly Donald Novis Stanley Twins Paul Gordon Floria Vestoff

Hotel Adelphin
(Cafe Marguery)
Agnes Tolle
D & D Pitz-Gibbons
Filina
Fil

Marty Lundin Ore

Jean & alph
Jean Roulette
Hald-Hixon
Joe Mapes
Marschon
Ann Collins

it. Kat Wat-It Kat Kafe

Billy Kenton Babe Sherman Winton & Dinne Somy Ray Bobby Kuy Jiangle Smith

Little Ruthskeller fack Griffin Oro Marly Bohn 4 Debutanies Chus & Lihra Mando O', alley Nuncy Leo

Mary Lee's
Mello, Bonderaux
Delores Partle
Delores Partle
Mello, Bonderaux
Delores Partle
Marion Kingston
Mary Lee
Serenation Note
George Scotll
Dorothy Day
Kitty Fountin
Jose Cooper the
Hitz-Cartlen
Jose Cooper the
Hitz-Cartlen
Jose Cooper the
Hitz-Cartlen
Gergeti Roomy
Van Levis Oro
Ji Chia
Geno Chabre
Par Relly
Par Relly
Partle Mily
Arthur Sherrie
Nicky Guiluce!
Silver Lake In

Arthur Sherric
Nicky Galluce
Silver Lake 14
Nils & Nadawe
Verenon & Vanoff
Hudty-Roboris
Mis & Nadawe
Verenon & Vanoff
Leaf Sylver
Mis Rey & Reen
Gailo Heade
yerns, Dean
Pennily Holmes
Ray Kendils & Jill
Jimmy Binde Tay
Hennils Silver
Hurnoy Zeenmen Or
Walter Long
Lee Sis Andrinez
Jenne, McCally
Frankle Jipres
3 Enguiros
24 Club
28 Club

Prunkle Hyres
21 Club
22 Club
23 Engulres
24 Club
25 Club
26 Club
27 Club
28 C

Hobby Evans,
Leiter McCorde
Beth Jonaings
Bleece
Jonaings
Bleece
Jonaings
Bleece
Jonaings
Bleece
Jonaings
Hobby
Leiter
Jonaings
Hobby
Leiter
Jonaings
Hobby
Leiter
Jonaings
Jo

Clan vitations
Clan vitations
Frank Pont
Stamps' Cafe
Flo Hulls
Stamps' Cafe
Dunny Montromer
Romain & Civ
Ellean Fay
Tack Hutchinson
Streets of Paris
Lucille White
Paris
Lucille White
Rubes McPail
Streets of Paris
Lucille White
Lucille White
Rubes McPail
Aparty Johnson
Georgian
Flarity Albridge
Rubes McPail
Johnson
Harry Albridge
Rubes
Solar
Johnson
Johnson
Johnson
Solar
Johnson
Solar
Johnson
Solar
Johnson
John

Harry Sweeney
Weber's Hof Hrae
(Camden)
Bob Morrill
3 Deweys
Carmin D'Antonio
Bob Allan
Sydney thiden
Sydney thiden
Rose Kirk
Oregory Quinn Co
Louis Chalkin Ore
Rathskeller Bildnes

Sez Riskin

(Continued from page 4)

ment, gro soon to a crescendo of stupefaction, when he was forced to frealize that he, Robert iskin—once the toast of Broadway, the guy that knew all the answers, automatically flinger of the mot juste, the wise-crack kid himself—didn't know hou to talk to a chorus girl any more.

His ever timorous gambit
an abyss of stony silence;
lines he dusted off from the old the old days got no more than a tight-lipped, per-functory smile: he was dud, u

got no more than a tight-lipped, per functory smile; he was dud u bit. It was horrible, an utter out, and searching into his soil and self why—why—the worst part of the debacle is that he thinks he knows why.

Well, Mr. in is going far away.
To Europe, fact. Perhaps to Spai. In answer to a direct ques-tion about When You're in Love.
Which he both wrote an directed, he said that he ill, never both write and direct again. Either write, or irect, but not both. In the first

write and direct again. Either write, or irect, but not, both. In the first place, it's too 'tough', and in the second, ith no one to stop him, the fellow who does both is apt to off on the wrong tangent. He need a sounding board, he says.

Astarla

M. & H. Neshitt
Canterbury M. H.

Jst. half (5-7)

Aviis & Francis
Van Dock

2d half (8-10)
3. Hiltons
Louis Almaer
Dominie
5 Carlton Sis
Ernest Shannon
New Victoria
Hutch

Kinemu
Troise Mandollers
OLD KENT ROAD
Astoria
Roy Fox Bd

SHEPH'RDS BUSH Paviling Arnaut Bros

SHEPPREDS BYSE
PAURING
APRAUL BYOS
PILLON
SPIAN SORD HILL
SPIAN SORD HILL
GE & J. D'Ormonde
Mycon Penal Co.
Broadway
Don Rice Bd
STREATHÂM
GONERAL SOR
CONTENTION
CON

Rimacs WALTHAMSTOW

waiton & Joann

del Billma
Carl Hoff Orc
Lysbeth Hughes
Bob. McCoy
A & Y King
Lairy. Cotton
Art Thorsen
Jerry Bowne
Dick Morgun
Burton Pierce Hotel Commodore
Helen Wynne
Janis Williams
Dolly, Arden.
Freda Sullivan
Don & S. Jennings
Tommy Dorsey Ore
Edythe Wright
Jack Leonard.
Towne & Knott
Catherine Harris
S. Esquires

Bobby Hayes Ore Ralph Torres Theodora Brooks Oscar Deye Muriel Byrd Bob Berry

April 5
GLASOW

GLASOW

Parasinanut
Pola & Burry

Harry Wilno
Emona & Gaye
Aristocrata & Hilb
10 Tiller Gla
lack Holder
1 Rayces
Ginter
Guntes
Gunter
(antic)
Hayw d, May & D
2d halt (8-10)
Hayw d, May & D
2d halt (8-10)
Khakespeare
Clande Dampler
Frank Wilson
Frank Wilson
Frank Wilson
Frank Wilson
Frank Wilson
Hut Hyde
May, Jack & B
Marcherita 3 Ilotel seex House N Brandewynne Or Maxine Tappin Dick Stone Essex Troubadours

Stnart Jules Kny Marshall Ray O'Hara Or

(Brooklyn)
Billy Holt
Manya Auer
Marion Kuye
Ken Casey Oro
Hotel Lexington

Isham Jones Or Elhol Waters
Geo D Wasbington
Nicholas Brus
Nicholas Brus
Duke Ellington re
Hessde Dudley
3 Gianis of Ryth'm
Tvia Auderson
Alam & Anise
Mardo Brown
Wein Taibert Chair
bid Maliony Orgh
Bill Balley

Hotel Murray Hill (Fountain Room)

Henny Goodman Bd
Bernhard & Grah'm
Frances Hunt:
Hotel Piccoullily
Trent Patter
Toni Guse
Arno: & Zola
Jerty Slewart
Dave Schoole re

Avon Johnson Don Jamber! 6 Spirits of Hhythm Stuff Smith Irene Bensley
Janice Anore
Richard & Car
Blatto & Mann
Joe & Menty L
Miry Rolland
Hilly & Ji Jisnip
Hossancks
Johnny Russell
Jay Freeman Ore
Glun Hutton Ore
Ratches Cath

Girn Hufton Ore Rainbow Grib Eineiv, Deutsch Orc 15 alyn Tyner 11 L Bunner Dec Gallias Jerry Goff Jack Kerr Adel Perry ninhow Ruc

tuby New An Ore-Italiand & Hart Ellner Sheridan Dr. Sydney Ross Evelyn Tyner Alse Templeton Eddle Lellaron Ore mind Ri mi Nellie Paley Rosa Burnett Royal Box Joe Zeili

Anchorage Inn Johnny Graff Ore-Grace Manners James Crafg Paul Rich Areadin Int'l Happy Fellon Orc Maytair Girls (8)

Stevens . Donna Du Junet Evans Frankle Musters Or Parady Club

Parody Club
Phil Kanana
Molly Manna
Molly Manna
Molly Manna
Molly Manna
Molly Manna
Molly Kag
Hill Annon
Bulwards & Farney
Peggy Moore
Adult Kitchards
Jack Hilliard
Hent Lishion
Chin Bngols
Vin Lage

Henri Jakinoi
Chas Biggio
Chas Biggio
Jacobe HenrilliaGolde HumilliaSolity Nellin
Wallaro & Lalisha
Sian Carter
Yucht Clu
Frances Priya
Aro Mea
Jacobinson 2

Bklyn Par Revives Commercial Vaude Margues space is used this week Idea, Plus Wire; May Drop Sponsor

Revival of the commencial stage show idea—an experiment tried and found failing by Low's several years ago—is being given a whirl by Doc Joe Lee at Si Rabin's Breeklyn Paramount. First-shew was held Friday night (2), with a half-hour breadcast under the sponsoring of Michael's Breeklyn furniture store, over WMCA, and the neglocity of the store over the store ov

EARLE, PHILLY

Philadelphia, April 2

Philadelphia, April 2.

Cab Calloway swang into Philly and before first of five-aday was half through Earle was jammed with ustamers. Three-act revue which the Harlem betcha brings with him well chosen, every one a top number; plus natural shownanship of Calloway itinsself. making it a wide of the contrast should be the contrast should be contrast as surprising lack of pound-palming following the numbers. Applause was more than poilet, but never demanded more than one encore. This contrasts sharply with four and five years ago when Calloway troupe made regular appearances here, rating the contrast sharply with four and five years ago when Calloway troupe in the contrast sharply with four and five years ago when Calloway troupe. The contrast sharply with four and five years ago when Calloway troupe made regular appearance here. The contrast sharply in the contrast sharply in the contrast sharply in a sharply in a sharply in a sharply in a sharply in the contrast sharply in the contrast sharply in the contrast sharply when the contrast sharply in t

on band state, our pleasing and appropriate.
Calloway works leading is men'dancing, trucking, Susy-queing and singing. Well-known grin is everpresent to add life to the affair.
Most noticeable about whole show, from technical viewpoint, is the smoothness of its presentation. This is in large part due to Calloway's easy manner. He doesn't walk up to mike and spiel—like so many other batoneers—The next number will be...

batoneers—The next number with the control of the c

recovers to say that he suspected this might happen, so has been rethearing some lads, he picked up that me the suspection of the suspecti

CHICAGO, CHI

Chicago, April 3.

CHICAGO, CHI

Chicago, April 3.

This show is noteworthy because it exemplifies in complete degree the high standard of producion set for the Cricago by the Balaban & Katz braduation department, pilus excellence of the standard of producion set for the Cricago by the Balaban & Katz braduation department, pilus excellence of the standard of producion as the standard of the standard brades, Fred Byans has had the use of the 12 girls from that theatre at his disposal, and is using them in conjunction with the Chicago's 16 girls for a 28-girl dombination that is cassing plenty of word-of-mouth comment.

Line smacks the audiance with two a Tiller noutine that's tops, getting, audience applause throughout. Girls inst reach across the stage, and the number is an eye-filler that deserves the billing it's getting. Tinale a gypsy-tambourine routine that has the stage faul of color and fash.

House brings bedt three standard acropation. Especially the three Wiere Bros. with that European Enack of making an arct distinctive. Wienes have eccentric dancing and comedy for the basis of their turn, but have added to that with a comedy of or the basis of their turn, but have added to that with a comedy of or the basis of their turn, but have added to that with a comedy of or the basis of their turn, but have added to that with a comedy of the per second in the last three years. He has strengthened handling of talking parvat and is generally more sure of himself. Bird is still impersonating the dude, cat dog. Crosby. Durante, etc. Act looks a great bet for a nile spot where the intimacy would be a decided asset term of Stadler and Rose are doing a Mickey and Minnie Mouse

loaks a great bet for a nite spot where the intimacy would be a decided asset.

Dance team of Stadler and Rose are doing a Mickey and Minnie Mouse routine (with Walt Disage's permission) that has the basis of a genuine comedy number, but they get manged the second of the second of

routine.
In the deuce spot are the Frazes Sisters, always a good-looking, nice-delivery vecal team that can sell por

Picture is 'Marked Woman' (WB). Business was excellent at the last show on Saturday. Gold.

LOEW'S, MONTREAL

LOEW'S, MONTREAL

Montreal, April 4.

Current 60-minute show at this house is virtually Red Skelton, locally popular, who mc.'s throughout and does usual clowning turns which never fell to get applause. Most of the acts feature tapping of which the state of the acts feature tapping of which the state of the acts feature tapping of which the state of the acts feature tapping of which the state of the acts feature tapping of which the state of the seature tapping of which the state of the seature tapping tapping of the seature tapping tapping of the seature tapping of t

Limbassy seek is used his week for March of Time (fix50) and the Grand National steepleshes race recently run at Asintree, England, and admirably photographed by Fathe with Clem McCarthy announcing it in his expert, showmarifice style. This Pathe clip, photographed in detail, and the Time issue dealing with child tabor, Harlem otodeo and the control of the control

MICHIGAN. DET.

Detroit

MICHIGAN, DET.

Detroit.

Pleasant surprise at this spot currently. Not because anyone questioned the Roxyettes ability or precision, but due to the fact the 16-gal line is not only top-billed, but garners more genuine applause than, has been accorded a choftus in sevey eral years here. A lot more, in fact, than that given wad higher his priced acts in past.

Mor can the accisim be attributed to a paucity of good acts on current billings, but there is sure than the process of the p

huge platform in which she leans

huge platform in which she leans backward an hands and taps with ECIlly Enfait and her horses, spotted trey, is an okay turn, but loses some of its effectiveness due to lack of a clinching climax. Hosses are well-trained and terp in nice, time, especially the Blue Danuber Miss Reindt, appearing, nicely, gets off to big hand. So do Arrens & Banderderich mas are complished pianist, while femme comrebites some nonsensical werbling, sic.

Four Craddocks go ower big from time they smerge from dumny sail-boat in drop until curtain. It's a round of fast-moving acrobatics and pantonime comedy, and four dellas receive deserved big hand. The sail and another the side of the sail of the sail

PARAMOUNT, L. A.

Konny Balen, warbler with the Jack Benny air program, is making his local stage debut currently, heading first straight vaude bill this Fandson & Marro house has offered in some months. Baker is easily class of the six-act bill. Has a cleancut personality, with easy style of song delivery and a voice that is tops. Lean seturour pop ballads for excellent seturour pop ballads for excellent seturour pop ballads for excel-

delivery and a woice that is tops. Puris over four pop ballads for excellent seturas. His observation is the delivery of the seturation of

brown, tomers, seesages, with a most of hoke comedy, that gets across of hoke comedy, that gets across of hoke comedy, that gets across seesages, suggests, suggests,

TOWER, K. C.

Kansas City, April 2. Kansas City, April 2.
Things are hitting a new high, currently, with one of the best flesh bills since Fox occupancy here. It's bang-up entertainment all the way and should get a job done at the book of the "Time Out for Romance" on the significant statement of the statement of

bang-up entertainment all assets. As and should get a job done at the b. Die is Time Out for Romance' (20th).

Bob Hall, whose specialty is ad its rhyming gets pretty biased on topical affairs (apparently flailing a topic makes it easier on the rhyming gets pretty biased on topical affairs (apparently flailing a topic makes it easier on the rhymingster). He has a Fourth of July delivery style and bites off large the customers. He is a that peace the customers. He is the line (12) stages as teleown give. This gives him an opportunity to tunleash his own sentiments aneat the strikes. This town has had sufficient first-hand experience with the sit-downers so that Hall's remarks put him solid with the payees.

Frank Conville and Sunny Dale get by nicely with their clowning. Control of the young into probably the thought it was just a character get-tup of Conville's. Miss Dale, an okay, looker, fills an all-stooge assignment. Team is strictly patter all the way.

Jooker, fills an all-stooge assignment, Team is strictly patter all the way.

Jooker, fills an all-stooge assignment, Team is strictly patter all the way.

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Jooker, fills an all-stooge assignment, Team is strictly patter all the way.

Jooker, fills an all-stooge assignment, Team is strictly patter all the way.

Jooker, fills and splins, Gags are so-so.

House band, under Ted Cook's direction, gets off This Year's Kisses' in fine style. Musikers, who haven't had much to live for here, should be happy this week as three of their for the finale with some seat and he licks. By utilizing these bandsmen in short bits bill is given a nice swift in the property of bang-up entertainment all the way and should get a job done at the b.o. Pic is 'Time Out for Romance' (20th).

Bob Hall, whose specialty is ad lib inhyming gets pretty biased on topical affairs (apparently flailing a lopic makes it easier on the rhymself of the control of the

STANLEY, PITTS

Pittsburgh, April 2.

Sockeroo's the word for this lay out, and Stanley's first-show mohast't had such a palm workout since Sopbie Twoker was an ingenue. It's billed as Don Redman and his Cotton Club reevue, but that's merely a marquee sheel since, in the stix, anything of a sepia nature out of the lay out of l

in the same slow tempo, which is a mistake.

Berry Bros, are on in the middle, a swell soot and a pushover for them with their class shouther. Suddest one-raticularly, is a wize shouther coldest one-less all the state of the s

heen for years but they made a factoring the factoring of the factoring the factoring

PALACE, CLEVELAND

ALHAMBRA, PARIS

ALHAMBRA, PARIS

Paris, March 25,
Although touted as the big Easter
show, this one falls short. Two acts
are billed as Americanan
Alto and the short are shown in the short are shown in the short are shown in the short and shown in the short are shown i

naugus 100 and single-hand grip, on which she executes a difficult routine with grace and ease. Well Marry Reso, comedy dancer, opens his act with some fancy whistling, which doesn't catch on too well, due to the Gealsk' earlier competition. But his dances are a different mater. His loose sliding shuffle makes him appear completely disconnected in the stomach. One of best applause catchers of the ship shuffle makes him appear completely disconnected in the stomach. One of best applause catchers of the ship shuffle makes him appear completely disconnected in the stomach. One of best applause catchers of the ship shuffle makes him appear completely disconnected in the stomach. One of best applause catchers of the ship shuffle makes him appear completely disconnected and billed in the lead, was sick the night caught. Saturnin Fabre and Charpin, who are both known in French films, and Fernand-Rene, a legit actor, take thermander of the lead parts, Comedy situation is brought about by four men being invited to give a string quartet concert, but none of them plays the instrument he carries.

Taking the proper of the short in the string proper play, saves them and the host is satisfied, even though the fake musicians do have some trouble mittaing the brasses in the radio band with their fiddles. Skit has some good lines and is, well acted throughout.

Marie Hollis, billed as 'the Most Beautiful Star of Hollywood,' is the first American' to appear, opening the second half. Her acrobatic duting its and they know has a routine similar to the rest, a few gags, some songs and few mintations. He garners best results with his mimicking of different types in the audience. Finishes by burlesquing an open, singing all the parts himself.

To opens with a tap routine that as nothing unusual, but its speed helps. Two follow with a drunk dance which does not go too well. Dummies representing women tied to their shoes and held while they dance prove good enough for the set of nink well, Acts with the speed of this one are rare in Fr

to catch on and follow the last action.

Five d'Oxford, three women and two men, close with an act that furishes a weak try at some soccer while riding bicycles. A couple makes up each team and the extra woman acts as referee. Ball is handled with short sticks. Act is thin. Nothing approaching any spectacular riding is produced and the motive for action is poor.

Fred Mele is back in the pit; Mile. Regine Grandes announces program. Hugo.

HIPP, BALTIMORE

but dressing in show caught too mature. Should go in for Deanna Durbure. Should go in for Deanna Durbure and the sury flashy presentation here with Murray Golden, band's accordionist. But a sury flashy presentation here with Murray Golden, band's accordionist going after things in masterful style. Boy really goes to town on the squeezebox and climax of number with entire band playing accordions plenty good. A tough spot to follow, what with the lingering applause with the lingering applause that the surface of the su

CENTER, DENVER

CENTER, DENVER

Denver, April 3.
The draw on the Center stage show is Pinky Tomlin, singing songs written by himself, and some others. An unassuming chap, plays his guitar with one foot on a chair for a brace, and sings into the house mike. He gives a big money's worth—chirping eight songs, when the house mike. He gives a big money's worth—chirping eight songs, when the house mike. He gives a big money's worth—chirping eight songs, when the house mike. He gives a big money's worth—chirping to the song the song

STATE-LAKE, CHI.

STATE-LAKE, CHI.

State-Lake audiences to whom a show is the one big treat of the week that we have the state of the week that they are ready to receive almost anything enthusatically, but, when something exceptionally sockoomes along, they know it, and how. This is shown currently by the applause given Dick and Edith Barstow and their tap. tan. That there are such that the act stands way above anything else on the bill. This is especially true with the Russian stuff done up and down the stairs on the toes, and the toe leaps.

Second honors go to Reis & Dunn, who have a knack on the stairs on the toes, and the toe leaps.

Second honors go to Reis & Dunn, who have a knack on the stairs on the toes, and the toe leaps.

Second and finishes with a pip of a parody.

Bob Easton, who isn't a newcomes around here, seems to have retymped his act a bit. Still works with the control of the state of t HIPP, BALTIMORE

Baltimore, April 2.

Biggest opening crowd in months; rested Shep Fields and presentation at Hipp this week and lapped up every second of the 44-minute sees son. No doubt as to draw of ripiper, son. No doubt as to draw of ripiper, and ovation on final curtain. Three acts, added to vary orchestral doings, and control of the description of the strength of the stren

ST. LOUIS, ST. L.

St. Louis, April 2.

Two new policies have been inaugurated at Fachon & Marco's sole
combo house, St. Louis theatre;
showing first-run pix and starting
week on Friday, instead of Thursderived the starting week on Friday, instead of Thursderived the starting week on Friday, instead of Thursderived the starting week on Friday, instead of Thursderived the starting week on Friday, instead of the
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dack Prince, 19-year-old arbier.
This is Prince's fourth consecutive
week and he ticks with
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This is Prince's fourth consecutive
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EARLE, WASH.

EARLE, WASH.

Washington, April 3.

Cap Warner house giving Bert Granoff, former pit vocalist, his long-promised break this week and he is coming through. A strong tenor who can handle pop stiff also, Granoff speed of the coming through a strong tenor who can handle pop stiff also, Granoff speed of the coming through a strong tenor who can handle pop stiff also, Granoff seek of the coming the coming through a strong tenor who can handle speed the speed of the coming the speed of the coming through the speed of the coming t similar introduction by Granofi, is Carolyn Henry, soprano, who mixes prettiness and stately bearing nicely. Needs to loosen up a bit, but gets by well with Where Are You? Sock comes in two last numbers. Show Bomance with You? Which finds two leople who can sing opening up full blast with organ and pit providing background that would force a hand from a dear mute. Granoff's m. c. ing. perhaps, goes over here as big as it does because he's home town lad, but with a little care on his lines he should be able to handle the chatter ments, is distinctly class without being arty.

Other four turns get under way with Ray and Trent, smooth slow, motion hand-stand specialists, who rate two encores. Harry King and Sinclair Twins follow with collection of rhythm taps, one solo by King a double by gals and two numbers for his lines he should be able to handle with the state of the state o

Unit Reviews

TED LEWIS UNIT

(Rhythm Rhapsody).
(STATE, N. Y.)

Ted. Lewis, with his high last and clarinet, heads a moderately entertaining and acceptable band unit, but it's not as modern nor as ambitious an orchestral organization as many contemporary outlist in circulation today, it is more reminiscent of another day, when Lewis was at the top and we didn't have the Benny Goodmans and Nobles the Benny Goodmans and no doubt, better box office draught than he has today.

When You're In Love' (Col) is the picture, and probably will account for the major portion of the take currently. Business Thursday night, at the first show, was pretty good but house washt filled at 8 o'clock.

Lewis' specialty entertainers include the Radio Aces trio, the Hi-Hatters (another threesome). Chas Snowball Whittier and two single dancers, Lita Lede and Ruth Dayer United Properties of the Bond and Whittier colored.

Radio Aces, singing them on with somewhat unique in this respect.

Radio Aces, singing trio spotted the band, and Whittier, colored.

virtually all band-leaders these days giving the help a nod to their audiences.

Radio Aces, singing trio spotted i the band, and Whittier, colored, are Lewis principal assets. oth acts work hard and click satisfactorily without setting anything on fire. Lewis himself is most of the 41-minute unit, and he's in evidence at all times. Always showman, he derives the maximum from the material his band show composes.

His opening number, 'Music Is Magic' is particularly well done. He sings it for all its value, on the second chorus bringing out the trust carnet. The life is any the trust carnet. The life is any the second chorus bringing out the trust carnet. The life is any the trust brings on one of the life and the Radio Aces. Latter are on frequently their most impressive number belong 'Serenade In The Night', as both Miss Lede and Miss Daye do a sister dance. Whittier dances. sings and figures

Miss Lade in The Night, a soth Miss Lade in Miss Daye do a sister dance.

Whitter dances, sings and figures in clowning with Lewis, His first number, fair enough soft shoe steepping, winds up with the three History on the later on, when Whitter is singing. When My Baby Smiles At Me, Lewis is created to the steep of the later on the later on

STOP. LOOK & LISTEN (ORPHEUM, LINCOLN)

New Acts

RUDOLF FRIML, JR., Orchestra
French Casino, N. Y.
Rudolf Friml, Jr., ing a new
dance band under the aegis of Consolidated Radio Artists, brings an
inging personality into the dance
band field. Young Friml, who has
been fooling around as a songplugger, quondam tune-fashioner,
etc., has surrounded himself with an
expert dance combo which is already
recording for the new Master disks,
is slated for shorts, and is currently
on its debut nitery engagement at
The boy is about 22 or 23, has a
screenlest personality, and was given
a strong sendoff on his French Casino
bow-in via an NBC 'conversation'
with his noted composer-father, from
Hollywood, where he is filmusical
composing. Incidentality, for the
trade, it's the first builder-upper
from pere for for first builder-upper
from pere for for first builder-upper
from pere

DWIGHT FISKE

DWIGHT FISKE
Planolog
19 Mins.
Savoy-Plaza, N. Y.
Dwight Fiske is among the top
chansoneurs whose low songs wow
the high-hats of Manhattan, London
and Palm Beach. He's undoubtedly
the most literate of the naughty
songalogers, writing his own very
clever verses which, per se, wouldn's
mean as must literate of the naughty
songalogers, writing his own very
clever verses which, per se, wouldn's
mean as much per se, wouldn's
mean as such correlated by that
dynamic Steinway accompaniment
which really dramatizes the lyrics.
Fiske, of course, its by no means
a New Act, but recorded herewith
for the files.

It's the Fiske salesmanship first
that registers as, he projects his
verses; the words, sans the music
don't mean as much without the
songster's effective shwomaship.
of the Savoy-Plaza offers the crack
Emile Petti dansapators, a Continental combo of terp musicians who
know how to dispense it and command plenty of hoof-appeal.

mand plenty of hoof-appeal.

ELINOR SHERIDAN (1)
Songs
6 Mins.
Rainbow Room, N. Y.
Elinor Sheridan is an added starter at the Rainbow Room, coming in somewhat suddenly to replace Renee de Jarnette. Miss Sheridan's a nicely shaped terme with a cute personality and a somewhat weakish voice, which, under normal circumstances, would be the character of the composition of the composition of the representation of the representation of the Rainbow Room.

This top-of-the-town nitery, while no intime environment, isn't too large not to insist that its songsters don't camouflage their personalities with microphone obstructions. Especially if they're as smart-looking as Miss Sheridan as wise policy insists upon and, while Miss Sheridan is one who might take advantage of the amplification, she manages passably well. However, considering that her lyrics are okay, the mike would be a help almost anywhere else.

Her material is specially fashioned, although in like vein—the sophisticated, hangover motif, the open and although in like vein—the sophisticated, hangover motif, the open and although in like vein—the sophisticated, hangover motif, the apprody on These Foolish Things' and parody on These Foolish Things' and parody on These Foolish Things' and parody on These Foolish Things' and paredy on These Foolish Things' and paredy on These Foolish Things' and sproftle-nance tagline for another song, She's Funny That Way' is a prody on These Foolish Things' and sproftle-nance tagline for another song, She's Funny That Way'. Miss Sheridan, however, evidences good song salesmanship on form, delivery and general style. With grooming she'll do nicely in the smart spoks.

HELOISE MARTIN Dance, Talk S Mins, Boston Talk S Mins, Boston B'way nitery performer and Dru U. co-ed makes her first vaude appearance since her notorious shower that under auspices of Nils Granlund (N.T.G.) i his girlie, roughhouse unit. She's due to return to the Hollywood restaurant (N. Y.) floor show later.

To rest dash Donhane wrap, and not much else, to chat briefly with Granlund at the mike. Costuming is the most interesting element of that bit. She gets a chance later to redeem herself, and does so admirably in a cute toe tap number in very chic costume that resembles a skating rig. This satisfies the customers that she has talents not revealed in the tabloids, and they like it she have talents not revealed in the tabloids, and they like it that projects, and a cultured voice ence, a striking brunette personality that projects, and a cultured voice that overcomes even the silly lines handed her for this assignment.

Equity Execs Standing Firm Against Constitutional Change in Vote Fracas

in Equity which includes proponents of the search ballet expressed dissatisfaction over the action of the council last week, which calls for that type of voting but applies entry to the mail baldets. The group declared, before council fields action, that the referendum would be made unless secrety in balloting was, additive, for all voting. That it will insist that the referendum be made, there seems little doubt, since the petition compiled with the rules making such action mandstory. Equity officers say there is no reason for a constitutional change, as sought by the secret vote adherents. They believe that, such a subject can be more easily handled by the cauncil because that body operates with flexible rules. Any resolution, or move, could be easily changed, if found to be unworkable or impractical, whereas amendment would be rigid, and could not be withdrawn without considerable effort and time, saide from the counting with the secret vote is adopted along the lines now sought, it will effect up all meetings, since the operation of a secret vote is involved. How much, business, could be transacted under such procedure is speculative. If the referendum is sent out, it is believed that the council will be given leeway in putting the secret vote is involved. How much, business, could be transacted under such procedure is speculative. If the referendum is sent out, it is believed that the council will be given leeway in putting the secret vote is and constituted, is distinctly against vote idea.

Criticism of the ticket amounced. proponents of the secret ballot ex-

custinetly against vote idea.

Criticism of the ticket amounced last week was also voiced by the militants. Same officers, and most of the candidates, for council, have been in odice for years, but the group contends the ticket is as representative as it should be. There was complaint by the administration that names of proposed opposition candidates had been suggested without those person being formed.

The opposition spokesman that the same

formed.

The opposition spokesman replied that the same methods were being followed as by Equity's nominating followed as by Equity's nominating committee, that of naming its tieket and then informing the candidates of their appointment. Any or all could have declined, but none did. Several persons, mentioned to run few presidency derived that they had cover been approached and stated they would not run. Framk Gillmore, the Equity head said he hoped there would be an opposition ticket, since he had no desire to continue as president, unless. be the will of the majority. It was brought out that as alternates eated with the nominating committee, one of whom was not in the city. Edward Everett Hale complained he was not being given consideration as the alternate, but when it was discovered that he was amittled to act with the committee, his vote was admitted. Hale voted against every nominee on the regular ticket.

'FIRST LADY' ADDS 3 WEEKS TO TOUR

Three weeks have been added to the tour of The First Lady, starring Jane Cowl. Attraction is on the way eastward from the Coast and will play Minneapoits the last half of the week. The added time is in the east, dates week stand at Newark, Baltimore and Washington, latter being a venet an eargement.

repeat engagement. 'Lady' split last 'Lady' split last week between Portland and Seattle and drew ca-pacity in stands which have had few attractions this season. Gross in eight performances was \$20,000

Syracuse FTP Shifts To Marienette Shows

Syracuse, April 6.

will be grouped into pro-duction units with the changing of the Federal Players of the Syracuse. WPA Theatre Project into a Marion-

WPA. Theatre Project into a Maripa-ette Theatre group.
Closing of the project leaves only vaudeville performers operating as previously, CCC camp entertainers also being absorbed into the Marion-ette work, which will employ 107 persons.

DRIFTWOOD' DEMISE MAY LEAD TO COURT

'Dristwood,' a drama that couldn't get going, finally expired from postponements and is now more or less vaguely slated for next season. Its inancing was one factor that cau debut dates to be see and back until after the eighth missing melodrama's sponsors annou

Claims for coin due the Longacre N. Y. are said to have caused the final tangle that could not be solved and it is reported court proceedings may be resorted to. House is owned and operated by the Shuberts.

and operated by the Shunerus,
Annetta Schel, a theatre party
agent, named as the principal
backer, objected to expense items
claimed by the theatme. Cast was
paid three weeks salary during the
series of posponements, in addition
to money during reheasests.

Dozen Legit Plays Should Snan Summer. Broadway's Guess

Show circles are speculating on the number of shows which hold over into summer, with indi-cations that there will be more than 10 attractions on the list, in addition to possible late spring arrivals.

is time, there is likelihood of several summer musicals, outstand ing autong which is Babes in Arms, opening at the Shuberf, N. Y., next week. Show Is On, Winter Garden may not stick because of probable cast withdrawals, on call to

Hollywood.

Sure thing stayers are 'You Can't Take With You.' The Women,' Yes My. Danling Daughter, 'Brother Rat' and probably Towarich,' Tigh Too' was added to the summer possibilities, when it's beariess jumped to capacity upon the award of the critics prize. The steadily building 'Having Wonderful Time' is also slated for sticking through summer. There is tittle doubt that 'Win-There' is tittle 'Gubb' that 'Win-There' is the 'Win-There' is the 'Gubb' that 'Win-There' that 'Win-There' that 'Win-There' that 'Win-There' that 'Win-There' that 'Win-There' that 'Win-The

slated for sticking through summer. There is little doubt that "Victoria Regima' could span the summer, but it is due to finde in May, and its star. Helen Hayes, will not appear during the heated period. There are three plays which played through 13st summer, and there is nesse are turee plays which played through last summer and there is no telling whether they can repeat this summer. Especially is that so of Tobacco Road, the others being Boy Meets Girl and Dead End. Low cost of operati and reputation are factors.

more race actors, Jump in attendance for Tor' was somewhat surprising. Usually the Pulitzer award, coming early in May, is too late to benefit most winners. An exception was "The Old Maid" which can through summer and into fall on the strength of the Pulitzer win.

Mohawk Drama Festival's Six-Week Summer Season

Schenectady, April

Matinee performances accom nedate out-of-town Mohawk Drama Festival patrons who dislike night driving will be included in the third annual summer repertoire to be pre-sented at Schenectady this year by Mr. and Mrs. Charles Coburn. After Mr. and Mrs. Charles Coburn. After-mont shows will be given on Thurs-days at the indoor theatre, with night performances under the skies on the Union College campus, during the six-week period.

six-week period.

Six of the seven plays have been tentatively selected, five being classi. The sextette, all comedies, comprises: Twelfith Night, "The Beaux Strategem," The Devil's Disciple, "The Imaginary Invalid" and The Plutocrat. 'Invalid' will be a repeat having clicked last summer. The Coburns will appear in several of the plays and guest stars will be engaged, as before. Thirty-six performances will be given, as compared to 30 in 1936 and 20 in 1936. The season opens July 6.

Slim Earnings

A survey of working chorus girls in the legit field discloses their earnings from stage appearances to be averaging between 3600 and 3800 annually. That applies to the 600 paid up members. Chorus Equity, most of whom said to their slender stage wage by modeling for artists and commercial from:

firms.
A considerable percentage of choristers, reside at home, thereby holding down living ex-

SPLIT IN RANKS OF P. A.'S. NEW OFFICERS

The anticipated split in the ranks of the newly formed New York The-atrical Press Agents materialized at association's first election Friday (2). Result of the voting found several changes in the personnel of the officers and board, more than had been indicated by the nominations.

been indicated by the nominations.
Ray Handenson of the MicChintic-Cornell office was named president, with Elias Chisholm paa for Dwight Deere Wiman, named vice-president. Threatened, contest of the latter post was dissipated by hieles Deutsich of the Theatre Guild, who withdrew her candidacy ha a hetter withdrawing her name, Miss Deutsch pointed out that a mimority faction had caused filiction which she attempted to dissipate, and I have probably been much too outspoken in my efforts.

In the letter, read at the meeting, she wrote if was indicated there was a mud-slinging campaign going or, and for a time there was a finding to the content of the content o Ray Henderson of the McClintic-

y. hyllis Perlman ('Yes, My Darling "http:') was made secretary, and Phyllis Perlman ('Yes, My, Dorling Phyllis Perlman ('Yes, My, Dorling Calletter), was made secnetary, and Oliver M. Sayler (formerly with Morris Gest) was elected treasurer. Charles Washburn, who was nominated for the latter office, was placed on the board, which also has John Peler Toohey, Birthard Maney, Bernard Simon and William Fields. Next meeting will be held April 15, at which time the proposed basic minimum contract, with the managers will be discussed.

Argentine Dramatic Troupe's B'way Dates

Broadway's rarest phenomenon, Roadway's rarest phenomenon, a foreign dramatic froupe, in the person of Pauline Singerman's Argentina Comedia; is due in N. Y., April 12, for a possible one month stay on the main drag. International repertory company of 13 people comes in from Havana, where it has been at the Testro Municipal for 15 weeks. Faree troupe has travelled all over the Soanish-speaking world during

the Spanish-speaking world during last three years, making appearances in Spain, Portugal and nearly all Central and South American coun-

Central and South American countries. It will be their first visit to U.S., after which they wilf go to Paris Exposition. Possible that after a couple of weeks at the arty try on Broadway, show will move to the Team Cervantes on 116th street and 5th avenue, in N. Y's 'hybrid Spanish quarter at popular prices. It was first set to go into the Comgdy theater, but house is non-union so show is looking for other quarters and is looking for other quarters, not wanting to into trouble from

Agent Loses 'Rat' Suit

The \$100,000 soit brought by William Calloo, agent, against John Monks, Jr., co-author with Fred E. Finkelhoffe of the current Broadway play, 'Brother Rat.' Bittmore, Finkelnoffe of the current Broadway play, 'Brother Rat,' Bitmore, N. Y., was dismissed on motion Monday (5), by Supreme Court Justice Shientag, Calloo had sued on the grounds that, Monks had promised him 10% of profits on the play should the plaintiff succeed in obtaining a producer. Dismissing the action, judge allow. Calloo until 'Jriday (9) to submit an amended complaint.

In asking for the dismissal, counsel for Monks contended the plaintiff failed to base his demands on a definite accounting of the profits made by Monks on the production.

Government Claiming Ticket Tax Loss Nab B'way Brokers, Who Dispute Data

BEHIND RED LIGHTS' MOVING TO 46TH ST

Behind Red Lights will move from the Mansfield, N. Y., to the 46th St. on April 19. Latter spot is a large legiter, mostly dark this sea-son, but, because of its capacity, the inclodrama will drop its seale; probably to \$2.20 top. Management anticipates a summer stay at the pop prices.

anhicipates a summer seay at the prices.

Lights' had a \$9,000 stop limit and has been under that mank for two weeks or more. Fack Curtis, its presenter, the Mansfield two weeks' notice on Monday. While a moderate money draw, show has displayed an operating profit.

It was written by Samuel Shipman and Beth Brown. Lights' was former's first play on Broadway in several seasons. Shipman died suddenly shortly after the play opened.

Gypsy Rose Lee Out Of Follies' This Week; 25G's Release Pavolf

Gypey Rose Lee will heave the Tollies, which is on tour, this week. She will return to New York for a short stay, and then leave for the Tollywood, under contract to 20th-Fox, her first assignment being in Tast Year's Kisses. Her reported salary is \$4.500 weekly. Deek was set by Irving Sherman. Understood the film firm paid to the Sherman of Miss Lee's contract which called for an option on her services next season. Marian Martin, the Hollywood restaurant (NX-1) prize beaut, will follow Miss Lee in the Follies.

Current Road Shows

(Week of April 5)

Boston.
Ballet Russe, Aude, Cincy, 3-6;
Memorial O. H., Columbus, 7;
Enlanger, Buffalo, 8.

'Boy Meets Girl,' Ford's, Bal-

'Boy Meets I Capitan,
Hollywood.
'Brother Rat,' Plymouth, Bos-

Brother Rat, Plymouth, Boston.

Dead End, Shubert, Newark, D'Orly Carte Repertory, Shubert, New Haven.

First Kady (Jane Cowl), Capital, Yakhima, Wash., 5th Metropolitan, Minneapolis, 8-10.

Follies, English, Indianapolis, 5-8, Hartman, Columbus, 9-10.

Great. Waltz, Mosque, Newark.

Great Waltz, Mosque, Newark.

"Most's Delight! (Lunt and Fontanne), American, St. Louis, Leaning on Letty' (Post oad'); Selwyn, Chicago.

"Reflected Glory (Tallulah Bankhead), Aude, St. Paul, 5-6; Parkway, Madison, 7; Davidson, Milwankee, 8-10.

Rath Diraner, New Amte San

Milwaukee, 8-10.

Ruth Draper, New Aude, San
Jose, Cal., 5, Aude, Oakland, 6;
Roxi Sacramento,
Aude, Stockton, 8; ivic Aude,
Fresno, 9; Savoy, San Diego, 10,
San Carle Opera, Kingsbury,
Salt Lake City, 5-6; Aude, Den-

ver, 7-8; Aude, Salina, 9; Forum, Wichita, ; H. S. Aude, Topeka.

12.

'Susan and Ged.' McCarter,
Princeton, 19.

'Robacce Read,' Colliscum,
Evansyi Ind., 5; Pantheon,
Vincennes, 6; Harris, Bloomi
ton, 7; La Porte, La Porte,
Wysor-Grand, Muncie, 9; Mars,
Lafayette, La, 10.

'Tovarich,' Curran, San Francisco.

cisco

'You Can't Take It With You,' Harris, Chicago.

Miss Skinner's Click

Cornelia Oti inner fared well w. her one-person dramalogs at the Lyceum, N. Y. In four appear-ances—two Sunday nights and two ances—two Sunday nights and two matiness—takings were \$4,800. Best gross was last Sunday (4) evening with takings of \$1,600. Miss Skinner is due for appear-ances in London during the Corona-tion celebration.

An investigation covering several months culminated in the arrest of 11 Broadway ticket broteers last week on the charge of failure to stamp the name of the seller and price secured on tickets sold over the box office perices. Understood that some 10 ticket men will be called before Federal Commissioner Carrett W. Federal Commissioner training of the admissions tax law. Those given the papers last week week held under \$500 hond each, but aftonays were mystified since the law calls for a fine-of not more than \$100 and there is no imprisonment provision. Bond however indicates the men were held on more than \$100 and there is no imprisonment provision. Bond however indicates the men were held on more than encount. They will be given a hearing on April 14.

Agency men claim the alleged failure to stamp tickets came after high dueat prices for the final week of grand opera at the Metropolitan. Federal peeple, however, say that the brokers have micked the government out of much money in the past several seasons. They contend that the agencies sell, 2,000,000 tickets amusally and that they should have paid \$600,000 in tax, but only came through with \$100,000 in the check we paid \$600,000 in tax, but only came through with \$100,000 in the seasons when twice the number of the stress were operating with legit. Why the government did not call for agency books on the check-up is not explained either.

Faney Taxi

It is known that immediately

Fancy Tari

Faney Tasi

It is known that immediately after the arrests that dickets sold in premium agencies were stamped and some of the prices, they got for so-so shows were surprising.

Government receives, 16% of all excess money obtained on premium tarkets. Law formerly, provided that the agencies pay, 59% of all money in excess of, 5% cents over the price. There is a property in that managers who take, incered, from brokers must still kiek pack half of such coin to the government and it is reported that at least one show the agency coin he pocketed last season.

the agency coin he pocketed lest season.

Envestigation was ordered by U. S. Commissioner Helvering on warrants secured by agents of the Intelligence Unit.

Among the defendants taken in the raid on the Broadway agencies were. Occar Alexander: of the Alexander Ticket office, and Jesse Berily, an employee; Philip Guyan, of Newman's Ticket. office, Harry Rosenblam, newstand vendor in the Richtenbara's office, Alexie Cervice Copp., Arthur Richtman, of Hichman, of the Arme office, and Harold Daly, of \$12 Bighth ave.

NO SUMMER STOCK IN MIDWEST AREA

Chicago, April 6.
Absolute absence of any summer stock whatever is in prospect for the midwest territory this season, with not a single indication that any city will get a resident legit group. In the past the territory was spotted with as many as 265 stocks, especially through such states as Wisconsin. Iowa, Illinois, Missouri, Kansas and South Dakota.

Materity of these were fent shows. Chicago, April 6.

South Dakota.

Majority of these were tent shows, parked off the main stem, and ran anywhere from eight to 16 weeks in one stand. Even Chicago, with all its legit houses, formerly had three rts legit nouses, formerly had an extent stocks spotted out in its sub-urbs. As recently as 1931 there was a big tent stock venture some four miles from the loop, spotted on the

westside.

But it's all history now, big and little towns.

Films Delay Morgan

Hollywood, April 6. Ralph Morgan is tied up with pic-ture commitments that will prevent his starting rehearsals in New York for 'Little Stranger' until end of the

month.

Actor was skeded to report last week but his work in 'The Life of Emile Zola' at Warners and 'The Ascending Dragon' for B, P, Shulberg is keeping him on the Coast. month.

BROADWAY'S GROUP HAB

WPA Shakeup Lets Out 35 B.O. Men In Agent-Cashier's Dept.; 3 Shifted

department of the WPA theatre project in New York was ordered Mon-(5) when 35 pi

issued to those in the agent-cashiers ivision which has a complement of the payroll. In addition there

were three transfers to other depart-

Those affected are box-office treasurers and company managers. Each theatre had four ticket people, some being women, assigned to the b. for about one year. An efficiency man questioned the necessity of using that many They ived \$30 weekly, wage being higher than ived

the relief theatre project of \$103:40 monthly.

Those let out are not registered on home relief and will be required to obtain certificates of need i order to obtain reinstatement. How many of those who received dismissal slips, calling for two weeks notice, would the Emergency Relief Bureau, is not certain. Some are virtually excluded their notices are marked unessential.

because their notices are marked 'unessential.'
There is an air of uncertainty around the new quarters of the WPA theatre project, especially after the let-outs became a certainty. Those on the project have the idea that the payrolls have been ordered cut down and what 'departments are to be affected his' the WPA bunch guessing. An orgánizer from the CIO is reported considering the idea of forming a unition within the WPA, it is understood. Prospective members are told such an organization would count in protesting let-outs. Group is said to be meeting in the Lincoln hotel, and is one of a number of projected associations. Some, however, claim it to be of a fraternal nature.

COURT BATTLE LOOMS OVER LIBERTY SITE

A court battle over money claimed due the Erlanger estate and others from the owners of the ground where the Liberty theatre, N. Y., stands on 42d street may start this week. Former legit house was built by Klaw & Erlanger in 1902, at a cost of \$125,000. Lease ran for 30 years and stipulated that at termination the cost of the building was to be paid back to the tenants. Obstacles stand in the way of any such distribution. Operating company was ousted in the 29th year and the ground owners contend that any claim to the leaschold coin was forfeited. Mortgages on the building are owned by people now claim; and priority over the K. & E. terests. Mortgages approximate.

\$200,000.

Former tenants say the building is worth the originally stipulated price, but those in show circles are skeptical of such valuation. In addition to the Erlanger estate, claimation to the Erlanger estate, claimation and Jack Mayer; who last operated the house with legit of the stipulation of the state of t

Elitch Gardens Prepares

rnold B. urtler, president of the Elitch Gardens stock theatre, has left, for New York to select players for this summer's stock company, and to buy plays for the season. Gurtler said, before he left, hat George Somnes would again direct the company, if he is available in time for the opening. It is probable that Gurtler will make an effort to get Sun Kissed, currently ru ing in N. Y., released for production at Elitch Gardens his summer. , April 6.

B'WAY COMEDIES PLAN HINTERLAND COVERAGE

will be four companies on 'You Can't Take It With You' on tour, ing to pres-

, at least, three road ent plans, shows of Brother Rat. companies of both are expected to last well into next season on Broadway, Both, at present, have compa-

last well into next season on Broadway. Both, at present, have companies in other keys, Can't' being in Chicago and, Brother' in Boston.

In both instances, plan is to cover all available stands next season. Picture deadlines count in the schemes to cover the country as quickly as possible. Neither depends on name players and casting is not expected to be a major problem.

Columbia bought the rights to Can't for \$200,000, highest price paid for a play this season. Release date is May, 1938. Rights to Brother's have not yet been disposed of. Play was backed by Warners, under a contract with George Abbott, its presenter, and does not come under the new authors' contract.

Interesting angle in casting the Rat' company for southern routing is fact players will be selected on heir 'southern accent' abilities. Locale of play is Virginia Military Institute, and it is thought that southern audiences will expect the troupe to dish it out in Di ie drawls. The southern's low lingo is not stressed at all in the first two troupes. at all in the first two troupes

Theatre Council Has High Hopes For Convention

The American Theatre Council, made up by representatives of the Theatre League, Dramatists Guild, Equity and the other stage unions, formed in the expectation of working out the problems of the theatre in New York and on the road, is placing high hopes the convention to be held at the Astor and now scheduled, for seven days starting May 24. Understood there is no precise provision for raising money for operating expense, but several managers are reported having arranged to finance the convention, cost being estimated about \$5,000. Other groups are expected to participate in the outlay. The objectives of the Council are many-sided and the expectation is that ideas on how to solve the long list of problems already set forth, will be secured. That some showman from out-of-town will be of a material assistance is anticipated. Temporary directors, are Sidney.

Temporary directors are Sidney Howard, Marcus Heiman, Louise Sil-cox, Frank Gillmore, Paul Turner, Lawrence Langner and Warren

Munsell.

At a previous legit convention, many more theatres were represented than are now in the field. That session was primarily for owners and operators of legit houses, whereas the Council aims to cover cvery department of rofessional store activities. every depart stage activity

Paul Green's New Play

Charlotte, April 6.
Paul Green, North Carolina playwright and author, is now hard at work on The Lost Colony, the pageant drama to be presented on Roanoite Island for the first time next summer.

NOW ORGANIZED

Follow Example Set by Press Agents, Managers and Authors in Epidemic of Hudaling-May Affiliate with Scenic Union

20 NEW ARTISTS

An urge to organize appears to be surging through the theatre, a num-ber of groups getting together with various objectives. Latest i the get-together movement are the de-

get-together movement, are the designers of costumes, while recently there have been two or three proposed organizations of press agents and company managers, new pagroup having become an entity.

Some of the groups have organized before, but their associations have either become ineffective or virtually defunct. The younger or more active stage lilates are those in back of the present organization wave. Some do not favor unionization, at least not at this time, while charter diffinot and the present organization wave. not at this time, while charter diffi-culties are also a factor in that direc-

not at this time, while charter difficulties are also a factor in that direction.

The Scenic Artists' union is now considering a plan to take in costume designers, who have applied for membership, but the union, while in favor of accepting such new members, will be required to change its constitution. Scenic group is the most compact of all theatrical unions, taking in employers and employees—but there is only one class of membership. Initiation of \$500 is; too, one of the highest in the American-Federation of Labor.

Scenie union has shown more activity during the current season than at any time since its inception. It has 330 members, but, since the season's start, \$85 applications to join were received, setting a record on the organization's books.

As required aspirants appeared before examining board and only 22 appeared when notified for admittance, 20 paying the initiation fedications being that the coin provision could not be met by the others. Most of the new members are designers, very few artists and painters having been developed in recent years.

As for the costume designers,

painters having been developed in recent years.

As for the costume designers, their only chance for unionization is with the scenic union. Latter's charter covers that field of activity, despite its constitutional limitations. When the point was brought up it was proven that a number of designers of stage settings also drew sketches of the costumes. There is a mi imum rate for scenic sketches and if the costume people join the union a similar rate will robably be adopted.

STRIKE CANCELS 'BOY' REPEAT DATE IN DEL

general strike in Wil ington A general strike in Wil ington, Dcl. caused the cancellation of Boy Meets Girl. It was to have been the second date of the show there, and the advance sale indicated a virtual sellout. With the transfermen out: sellout. With the transfermen out, if was proposed to play the comedy without seenery, but, at the last minute, the picture operators' union decided not to permit showing of the short film which is vital to the

story.

Stage hands did not interfere, but received no wages for the unplayed performance, nor did the players.

Beliveau Staging Play

work on The Lost Colony, the pageant drama to be presented on Roanolee Island for the first time next summer.

Chapel Hill author and friends interested in the 350th anniversary celebration of the Sir Walter Raleigh colony's settlement, were weekend visitors at Manteo, Roanoke Island.

COSTUME ARTISTS Helen Jerome Requests the Guild Return 'Jane Eyre' to Her and Give Up Plan for B'way Fall Showing

SHOW IS ON' CLOSES IF STARS GO H'WOOD day

Beatrice Lillie and Bert Lahr are slated to

Winter Garden, N. according to Winter Garden, N. according to inside reports, late in May, because of Hollywood commitments. It either or both leave the cast, the revue, which has been topping Broadway's list, and was slated for summer holdover, will probably be forced to suspend. Whether 'Show' would resume later is dependent on picture contract options

options.

There is a possi illty that Miss Lillie will not be called west early in June. She is under contract to Major, a Paramount affiliate. If the script is not finished on schedule, she will probably remain east and the 'Show' might then enter the summer period.

ETERNAL ROAD **SUNDAY NIGHT** TRADE NSG

Sunday nights will probably be dropped by 'The Eternal Road,' Mauhattan O. H. after April 18. Sabbath matines have been excellent, but night attendance weak, and last Sunday (4) the biblical spectacle did not make expenses. 'Road' was made an exception to Equity's rule, which calls for double pay, on the grounds that it is religious and educational.

Stage hands and musicians also waived extra Sunday compensation. However, the show played nine performances last weck which called for an extra eighth for all back stage. Operating expense for the spec is now around \$22,000 with the holiday gross turning a goodly operating profit, takings being quoted over \$30,000.

holiday gross turning a goodly operating profit, takings being quoted over \$30,000.

White Horse Inn,' roadway's other major show investment, advertised final performance last week, but the attraction held over at the Center and is again on a weck to week basis. Easter week trade was around the \$30,000 mark, while the operating nut is approximately \$18,000. Under the terms of a salary cut, agreed on some weeks ago, players receive full salaries if the gross tops \$28,000.

Warners are guaranteeing expenses and the salary operations are guaranteeing expenses.

gross tops \$28,000.
Warners are guaranteeing expenses and royalties, while the Rockefeller end has forgone the rent for the split the operating net.

Fitch Injunction Denied

Fitch Injunction Denied
Richard W. itch, son of the late
Clyde Fitch, pioneer melodramatist,
was denied a temporary injunction
last Friday (2), by Federal Judge
Coye to restrai Columbia Broadcasting Co., Lee and 'Shubert,
the Shubert Theatre Co. and the Select Theatre Corp. from alleged infringing on the elder Fitch's play,
Barbara Frietchie, the Frederick
Girl, Plaintiff is suing for permanant injunction and accounting.
Fitch alleges that the plaintiffs
lifted much of his father's piece in
the operetta, 'My Maryland.'

Woods' Coast Buy

Hollywood, April 6.

A. H. Woods has bought the play
'Without Rhyme or Regson,' by Edmund North and James Gow, for
early fall production on Broadway,
Story currently is being filmed at

Hepburn, folded in Baltimore Satur-(3) after a preroad run of three months. Whether first Theatre shelved permanently, mark.

Helcn Jcrome, who adapted the play, has asked the Guild to give her back the play and forget the whole thing. This the Guild is loath to do. Miss Jerome can demand a return of the scri

tist terms, but might mean ar itration and trouble, and

mean ar itration and trouble, and this she wants to avoi. Her final word to the Guild, issued yearerday (Tuesday) is that if the Guil wants any further changes on the script if (the Guild) can make them. She's through.

Play has, somewhat of a stormy petrol, ever since it opened in New Haven in December. Although it drew strong businers dargely credited to the Hepburn name on advance draw) it was felt that the script needed fixing. Mis Jerome rewrote it several times it went along, making change after change. Brooks Attinson, N. Y. Times reviewer, went to Chicego to look it over and wrote, a panotice on it, which brought fort still more script revisions.

Many Revisions

Revisions: it is understood, were mostly around the natural parts played by

notice on it, which brought fort still more script revisions.

Many Revisions

Revisions, it is understood, were mostly around the part played by Miss Hepburn. To friends Miss Jerome is reported to have said that she finally got tired of trying to fit lines around an actress from 'H-1 lywood. To Vantery, in a statem of the play according to my conception of the book's fundamental beauty and poetry and I eliminated a much of its melodram as was compatible with its theme. That is all my heart will permit me to do. Sidney Howard has been asted by the Guild to rewrite the play. Regarding this, Miss Jerome sives that, 'If he succeeds in melting the play heart will permit recredit—and I shall be the first to appland him. But, she pointed out, his name must go on the program, or, if he doe n't do the revisions, the name of whoever does. Her play, she feels, in hished and published in she down't want to be blamed—credited—with the changes. Another important angle, of course, is that 'Eyre' was bou thinly the Guild from Sir Barry Jeckson, who produced it Engler of the down't want to be blamed—credited—with the changes. Another important angle, of course, is that 'Eyre' was bou thinly the Guild from Sir Barry Jeckson, who produced it Engler of the first of the side of the change of the first of the side of the side

Rose's Solo Legalist

Stanley Joseloff, who, as associate of William Klein, had been attending to some of the Shubert legal affairs for several years, resigned late last week to become counselor to Billy Rose.

Joseloff left Thursday (1) for Ft.
Worth, where Rose is preparing for the reopening of the Frontier Days Celebration June 27.

62

Plays Out of Town

The Celestial Holiday

St. Louis, March 30. iny in three acts by Arthur Sher-presented at Little Theatre of St. March 29, '37. Direction', F. Cowles land; settings, Gordon Carter; cos-Margaret Bishop Breen.

Vonabut		John	Dawson
Well		Horr	et Enote
Nakanna .	*******	Trulliam	Wahlert
Rannes		···· William	" ameri
Amek		Keni	Adams
Abtu		Mary Al	ice mart
Wine.		Bruce Ma	ckarlane
Clause Col	idlers, Crowd	Rud Barbe	e. Lester
Sinves, Son	np, Fred Hi	ech Laure	nce Mil-
Bentenkan	s McGuire,	Connec 1 C	obulayar
ler, Jame	a mcGuire,	George S	Milding
Louis. Sci	hultz, Jack	Wentberg,	Millurea
Basdeb, M	atella Link a	nd Lenore L	riinta.
	100		

Its Broadway presentation: Clestial Rangeb. Material Link and Lesore Griffien.

Its Broadway presentation: Clestial Holiday; the work process of the Material Clestial Holiday; the work process of the Material Range Process of the Work of the Work

to Theresind them to Nakahna as Thea's celestial mate finds time during fulls in his 10,000-year naps to display impatience with her conduct by tossing thunderbolts onto the stage.

These thunderbolts also work for Thea when their use enables her to overcome the King's holiday program to sacrifice Ramines on a inountain altar, as a bid for celestial gratuities and other situations of the strategy of the stage.

After saying Rammes from the altar, Thea intervenes' and causes the King to be forever removed from his dynasty. Thea, satisfied that she can be only a woman or a goddess, decides on the latter course and abandons the earth, thus enabling Nakahna to win Ramnes and satisfied that the construction of the latter course and abandons the earth, thus enabling Nakahna to win Ramnes and set of the stage of the sta

THE ROUNDABOUT

THE KOUNDABUUT

Scarborough, N. Y., April 3.

Concedy by J. B. Priestley, in three acts. Present Prese

edy is of the drawing-room sort, and it is entirely devoid of anything approaching a dramatic situation, replaying only on the dialog for effect. Play deals with Communism, and outdated theme, and plays must be better, than good to get by when written around this subject. Mc. Priestley reaches the conclusion that the world and humanity go round and round and that circumstances alter assess that might get serious consideration from a caster of any Broad and round and that circumstances alter assess that might get serious consideration from a caster of any Broad and round and that circumstances alter assess that might get serious consideration from a caster of any Broad and round and that circumstances alter assess that might get serious consideration from a caster of any Broad and round and that circumstances alter assess that might get serious consideration from a caster of any Broad and round and that circumstances alter assess that might get serious consideration from a caster of any Broad and round and that circumstances alter assess that might get serious consideration from a caster of any Broad and round and that circumstances alter assess that might get serious consideration from a caster of any Broad and round and that circumstances assert the world and humanity go round and round and that circumstances alter asset of the serious consideration from a caster of any Broad and the world and humanity go round and round and that circumstances assert the world and humanity go round and round and that circumstances as a comment of the serious consideration from a caster of any Broad and the serious consideration from a caster of any Broad and the serious consideration from a caster of any Broad and the serious consideration from a caster of any Broad and the serious consideration from a caster of any Broad and the serious consideration from a caster of any Broad and the serious consideration from a caster of any Broad and the serious consideration from a caster of any Broad and the serious consideration from a

daughter when she left the ancestral halls. The lord and lady have lost all track of each other, although Pamela is in constant contact with her mother. Friend Saunders and his lordship are discussing financial losses when in walk Pam and Comrade Staggles, just back from Moscow. Both declare they are Communist and ent on reverse the control of the c takes charge after declaring herself mistress of the house. There is much witty patter upon many subjects, each character choosing his particular peeve to dwell upon, each stooging for the others in turn, mostly angled on world unrest. To keep the story going, Hildag, inspired to distrust by Pam, quits his lordship cold, Lady Kettlewell arrives and effects a reconcillation with her spouse. Pam forgets the Cause and is betrothed to the Honorable Aleo Grenside.

Play is given in one set, Kettlewell's study, Cast is composed of amateurs and part-time professionals; all members of the Beechwood club, which has ino connection with the Beechwood theatre or its school of the company were approved by the audience.

Crawford.

COME ACROSS

(HASTY PUDDING CLUB)

Arnett McKennan, executed by Bettle Kern and Virginia Armstrong.

Larry Laurence L. Davis Foby. W. Balentine Foby. Joseph. W. Balentine Foby. Joseph. W. Balentine Foby. John McKennan Gloria. Joseph. W. Balentine Foby. John McKennan Gloria. Joseph. John McKennan Gloria. John Dwinding John Dwinding John McKennan Gloria. John Dwinding John Dwindi

Stimers, Semental Stimers, Stempers, Stempers,

up.

Best bets come in the second act.
First is a biting burlesque of a typical Zieggy girl costume flesh-flash of the chorus in disconcertingly brief outfits.

most of the snappier li Bacon proves himself more than worthy of the assignment. Consistently he sketches a full length portrait of a futtery dillatante dowager and whams with a dainty toe dance made utterly silly by his angelie expression that doesn't crack.

Joseph Coolidge is hot as the surrealism-mad daughter of Lady Lavi la, William Myrick gets plenty of laughs from his characterization of the other daughter, a horsey, Amaden.

laughs from his characterization of the other daughter, a horsey, Amazon.

Specialty dances, by Benjamin Welles and John Develin, who also juggles, are oke. Because Froducer Hurley relies upon other tricks than phoney voices to get across the ferminance effects, husby toned John Graction of the control of

JOY TO MY SOUL

Cleveland, April 1.

l	Negro comedy in three acts (one setting)
ŀ	by Langston Hughes. Presented at Kar-
ı	amu theatre, Cleveland, by Glipin Players,
	April 1, '37.
١	Buster Whitehead Roy Stewart
ı	Wilmetta Dorothy Smitl
	Too-Tight Nolan Bei
	Chanffenr Raynor Smith
	Sheba Lone
	Princess Boo Too Louvenia Washington
	Suszanne Dorine de Balley Connie Hoyle
	Prince All All

Engston Hughes, Cleveland poet of considerable repute and one of country's few Negro playwrights, stirs up some more controversies with new play tagged 'Joy to My Soul.' Gilpin Players, who present it, are his chief exponents, as well as leading Negro little theater for 11 years. To them and the white illierati who also boost him, Hughes can do no wrong, although others think differently.

This is his second comedy, the first being Little Ham, which reached Harlem theatres last year. If was real of his attempts as sections range eval of his attempts as sections range, which perhaps influenced him to try field of farce again. Why author his accomedy learning is a puzzle, as it's contrary to his natural moods and works.

field of farce again. Why author has a comedy learning is a puzzle, as it's contrary to his natural moods and works.

Foems of Hughes, which have brought him national recognition, are for their sensitive quality, their nesses in imagery, and plaintive heats of heat in his 'Joy to 'My Soul.'

Trying too hard to 'write down' Hughes has done nothing more than an episodic, boisterously slangy, sometimes amusing and often crude little pot-boiler. His, talked-about sense of poetical beauty is absolutely made in the his mumbo-jumbo of Harlem life. Characters picked partly from underworld are usually rough caricatures, too broad in travesty. Humosems about as authentically Negro as the old black-outs served up by Moran and Mack in their heydey. Some of the repartee carries a laugh, but Hughes has not yet learned the Some of the repartee carries a laugh, but they have been and places are mentioned frequently, as well as satirically. Set in a dusky hotel, it follows the pattern of Grand Hotel.' without any connecting the cups. Would be very dubious elsewhere. An economical production, with only one setting, which is very garish on small stage. Unless Langston Hughes can do better playwrighting, he should stick to poetiry. Pullen.

PLAYS ABROAD

Herod and Mariamne

(IN HEBREW) Palestine, March 19.

Historical play in three	acta (for
scenes) by Falek Hulpern; Hel-	row, trans.
lation. Avigdor Hammelri: stage	manager
Moshe Halevy; music, Vardina	Shlongky
dances, Gertrude Kraus; con	Junton A
Glaser; sets, J. Gabal and D	Shanday
costumes. S. Shafer: Behting	Kingeman
Presented by Onel Theatre, Te.	Avly
Herod	I Conner
Muriamne	Deganit
Muriamne	Perlimitte
Alexondra	rkochowit
Shoham	S. Ichastoir
Shamai	D Arez
Muriamne.	Deganiti

Inside Stuff—Legit

Agencies enterted into a six weeks' deal to handle blocks of tickets to 'Having Wonderful Time,' Lyceum, N. Y., after the theatre management had rejected a buy prior to the show's premiere. Theatre still contends that the show's success is partly attributed to the sale of tickets directly at the box office, although the brokers have received regular allotments. Deal was made at the instance of the show management. "Time its seventh week,

Marc Connelly and Arthur Kober, producer and author respectively of the comedy, have an asking price of the play's picture rights of \$150,000.

Originally figure was 50 G's less but when Connelly was radioed news of increasing grosses while on a cruise after the opening, he upped the asking price.

Leblang's have an interest in 'Now You've Done It,' which moved from the Miller, N. Y., to the Fulton, Monday (5), and 'Chalked Out,' which closed suddenly at the Morosco, but not in 'Red Harvest,' at the National. All three were produced by Brock Pemberton, who had been inactive earlier in the season, and the trio opened within the past few weeks. 'Chalked' was yanked when there was no picture bidding, but upon its closing several offers were made the manager. Leblang's was also his 'Personal Appearance,' a socko show two seasons ago. The Theatre Foundation is interested with Pemberton in 'Harvest,' a war play. Group is not identified as being regularly concerned with the theatre.

In an examination before trial, Anne Nichols related the business deal in which Martin Jones was to have purchased an interest in 'Hey Diddle Diddle,' but his check bounced. Check was on the account of the Vandelmar corporation, which operates the Vanderbilt theatre, N. Y., where the Bartlett Cormack satire, withdrawn after trying out, was to have played, Stipulation was made that Henry Olmstead, partner of Jones, also be examined as to his interest in the theatre and knowledge of the transaction. Olmstead is reputed to be a wealthy socialite.

Nick Holde, manager of 'Dead End,' Belasco, N. Y., is a cat fancier. He made much of the fact that the 600th performance of the drama was celebrated by the house feline, Minnie the Moocher, which had five kittens. Three of the kittens bumped off pronto, however.

tragic romance of the Edomite King of Judea and the beautiful Hasmonean Princess. But he undersetimates the theatrical value of the Herodian era.
Play deals only with the incidents leading directly to the execution of Mariamne, and then describes the consequent spiritual downfall of the consequent in the consequent spiritual downfall of the consequent in the consequent of the consequent spiritual downfall of the throne, his significant of all who threatened his dynasty, all are touched upon in the play.
Falak, Halpern, who were the

dynasty, all are touched upon in the play. Falek Halpern, who wrote the play in Yiddish, is conservative during the first two acts, but allows his imagination to wander in the finale. Aside from some deliberate anathrorisms, which lend to strengther the romantic appeal the to history. When a set, which portrays the effect of Mariamne's execution on Herod, is a hash of assorted historicalevents which happened at different times and places, blended incidents, originated in the playwright's fertile-brain.

Has the stuff for Jewish audiences, anywhere, but calls for plenty of production.

Joy Will Come Back

Joy Willi Lome Back
Lundon, March 20.
Play in four acts by Elisabeth Goudeo.
Presented by Charta Theater in conduction with Arts Theater at the Arts Theater City, for two performances, March 16-26.
Fanny Burney Rome Kelly Stann Burney Rome Kelly Chartan Comment of the Chartan Chartan

Average customers will find little if anything in this period play to amuse them. It has absolutely no motivation, but there is a quantity of good dialog, some of it culled from the observations of Dr. Samuel

from the observations of Dr. Samuel Johnson.
Story is wound around the life of Fanny Burney, authoress of Evelina. She was the first woman in England to write a popular novel.
Central character is played by Renee Kelly, who acts like a coy ingenue. She does not convey for an instant the personality of a woman who can write.
Best character portrayal is that of Dr. Johnson, enacted by Bernard Merefield, who dies in the first act. One or two other well-played bits but as a whole it is an amateur effort.

Jolo.

This for Remembrance

London, March 23.

Play in three acts by Raipii Neale, trou
German of Rudoi. Urbainschitsch. ProGerman of Rudoi. Urbainschitsch. ProGerman at Embassy
linettre, London.
Kari Ronald Adam
Francis Carl Bernare
Vin Borote

Amount of conversation required for a three-act play with only three people in the cast, and a story based upon a psychological triangle premise, necessarily males for borsedom. Story is supposed to be based on an actual clinical case which came under the observation of the original author, an alleged Freudian disciple. Two research doctors, working on tropical antitoxins, are great friends, working in sympathetic harmony. One is married to a grid of 22, who talks and acts like (Continued on page 64)

FOUR SHOWS OUT

Red Hot and ends a 23 week engagement at the Alvin, Saturday (10). Musical played out of its production red sometime ago, and had few weeks of operating loss. During height of the run, the grosses averaged around \$27,000. Show goes into Chicago.

RED. HOT AND BLUE Opened Oct. 29, '36. Anderson (Journal) didn't think this bet-fer than 2 'routing failty dull and old-fashioned intellal,' but the other first-stomped Theve it a swell sendoff. Variety (Abel) called It the season's first musical comedy smash.

The Wingless Victory closes at the Empire this week, its 16th. Recently it went on four times weekly revival of 'Candida' being given the other four times. Latter will remain two more weeks, but when tour starts both plays will be presented on a split week basis.

WINGLESS VICTORY WINGLESS VICTORY
Opened Dec. 23, 36. Opinions
on the Katharine Cornell drama
were mixed. Watts (Tribune)
termed it 'a new American play
of quality and stature, of eloquence and beauty.' Atkinson
(Times) called it 'a hastily
written job of playmaking.'
Varlety (Ibee) 'said: 'Will not
miss.'

'Chalked Out' suddenly closed at the Morosco last Saturday, after playing one week and a half. Busi-ness poor and notices did not help prison drama.

CHALKED OUT 'CHALKED OUT'
Opened March 28, '27. Most
of the first-stringers nixed this
Warden Lawes-Jonathan Finn
pris on melodrama. Gabriel
(American) termed it 'pretty
Doorish, decrepitish, and
and then faintly foolish play.'
Variety (Ibee) said: 'Should
do fairly well for limited period.'

'Farewell Summer' was yanked om the Fulton Saturday. Panned and stayed but one week.

'FAREWELL SUMMER' FAREWELL SUMMER Opened March 29, '37. is took a severe lacing from the critics. Brown (Post) said, 'ft is almost all a mess, from beginning to end.'

Varlety (Ibee) said: 'One of those innocuous plays which come too often.'

Listen for Their Coming, by Sal and Edith Grafton, for fall produc-tion by Grisman and Kirkland. Grafton is associate editor of New York Post.

Only Two Shows Left in Chi; 'Glory' Quits at Oke \$12,000, 'Take' \$16,500

Chicago, April 6.
Loop sli down to two shows this week, with only 'Leaning on Letty' at the Selwyn and 'You Cant' Take II With You' at the Harris sticking, And 'Letty' last week.

sticking. And Letty' last week.

Reflected Glory' quit Saturday (3) after three weeks, Had a dull gun of it, though the b.o. perked to near capacity on the final three days.

Coming this Sunday and Monday are three shows, 'Red, Hot and Blue' at the Grand, 'Idio's Delight' for the Erlanger and 'Water Carrier', Yidish, for a short gallop at the Schwyn. Still figuring on 'Brother Rat' for the Selwyn, but no confirmation.

Even the WPA ives currently, having closed two of its three entries, 'O Say Can You Sing' at this Great Northern and Great

ill open around May I here.

Stitunates for Last Week

Teaning on Letty, Selwyn (1,000;
75) (20th-final week)... Charlotte reenwood show had a remarkable ay, a run comparable to anything is fown has seen in years. Hit 500 again last week, fine.

\$7,500 again last week, fine.

*Reflected [Gory, Grand (1,300; \$2,75). Off to Kansas City after three weeks here. Finished nicely with alst-minute spurt up to \$12,000.

*Yeu Can't Take It With You, Harris (1,000; \$2,75). (9th week). Holding to capacity in spite of everything, and a hotcha take at \$16,500.

Mississippi Rainbow, Princess Colored show is the sole Federal Theatre Project entry at present Doing well.

D'OYLY CARTE \$18,500, PLENTY GOOD, CLEVE

Cleveland, April 6. Given the most fervent civic re-ception any legit troupe ever got here, the D'Oyly Carte Opera Co. sang \$18,500 into the Hanna till in six days and had a healthy chance of setting a record for musicals but for competition.

for competition.

What made a deep inroad on possible sensational biz was a rival subscription campaign for Met Opera, arriving next week. Legit-goers are shelling out \$150,000 in opera guarantee, not leaving them enough for Gibert and Sullivan. Figure of \$18,500 is still very cheerful, meaning standees at two matinees.

'Good Earth,' Metro road-show, has opened a date at the Hanna for at least two weeks.

Play House ing ing Hour.

Estimate for Last Week

Estimate for Last Week

Estimate for Last Week
D'Oyly Carte, Hanna (1,435; 55\$2.50). One of its best weeks on
middle western tour, \$18,500.
Although too much opposish, got
rave notices and built up plenty of
good-will.

Waltz' at \$14,000 Not Forte. Wash.

Washington, April 6. eat Waltz' made a valiant effort reat Waltz'

stop here, but last week, playing at \$2.75 top against \$3.30 before, had a hard time meeting expenses. Even so, take was sizable for a return engagement. National now goes into three weeks of celluloid with 'The Good Earth' (MG) twice daily

The Good Earth' (MG) twice daily.
Return of 'irst Lady' is skedded for the National week of April 26, return of 'Ziegfeld Follies' due May 10 and on May 16, back to pix for three weeks of 'Lost Horizon.'

Belasco also took a beating with the premiere of 'Hitch Your Wagon', which, although notices were mixed, should have done better. Had 'Old Maid' skedded this week, but the local child labor law prevented it, so the house is dark.

Estimates for Last Week 'Great Waitz' (National; \$2.75)—Return engagement at pop prices, disappointing at \$14,000.

'Hitch Your Wagon' (Belasco: \$2.75)—House's first premiere stirred up plenty of talk, but couldn't better a floppo \$2,000.

Add: Exploitation

Philadelphia, April 6.
P.a. for 'Boy Meets Girl'
face the rival publicity monger
from 'Susan and God' in a radi debate, over relative merits the legit shows, which Philly next week. Stunt skedded for Thursday

(8), from 5:15 to 5:30 p.m., over

BABES' FAIR \$18,000, HUB

Local boards have a tested comedy, 'Brother Rat,' in its eighth week, and a new musical, Babes i now in the process do

Both are holding their own.

April 12 will bring 'Great Waltz'
to the Opera House and the D'Oyly
Carte G. & S. company to the Colo-

Estimates for Last Week Estimates for, Last Week
Babes in Arms, Shubert (\$3.30;
2d week). New Rodgers-Hart, musical starring Mitzi Green causing
the boys some worry, but fair \$18,000
for the initial frame, which is encouraging. One more week.

"Brother Rat," Plymouth (\$2.55;
8th week). Holding good nace and
no signs of folding; nearly \$12,000 for
the seventh starza,

'Dead End' Big \$11,000 And Holdover, First This Season, Newark

Newark, April 6. Newark, April 6.

'Dead End.' road edition of the Sidney Kingsley-Norman Bel Godded the inspessible at the Shubert—at the person in shuber shuber of tit, and rearly 100 standees paid admission on the opening night. Best notices of the season from the local critics and the best gross. Did over \$11,000 and is holding for a second week.

Estimate for Last Week

ond week.

Estimate for Last Week

Dead End', Shubert (1,970; 501,50).—Ace week in every way, with
no two-for-ones and the b.o. doing
a splendid \$11,000 or more.

Weak 'Excursion,'

Philadelphia, April 6.

Philadelphia, April 6.

Nothing new along the legit front this week, but a couple of openers listed for next Monday.
One is a John Golden try-out, Susan and God, with Gertrude Lawrence and Ber Lytell, which love here in the legit of the le Estimate for Last Week

Excursion (Erlanger, 1,900; \$2.50 top). Try-out mentioned two weeks in programs, but stayed just one, to a woeful \$4,500.

Boy' Nearing End of L. A. Run; 5G, 4th Wk.

Hollywood, April 6. Hollywood, April 6.

'Boy Mects Girl' continues to attract fair trade at the El Capitan, where it is now in its fifth weck, with at least one more to go. Rest of the town continues shuttered with the exception of the Federal Theatre Propect plays, which are drawing better than average crowds.

Stimates for Last Week

'Boy Meets Girl' El Coning.

stimates for Last Week

"Bay Meets Girl," El Capitan.
(C-1.571: \$1.55) (4th week). Matiner
trade is off, but nights are holding
tairly strong. Grabbed in excess of
\$5,000 on the fourth stanza, which is
profitable.

"DA"

wPA
'Merchant of venice,' Hollywood
Playhouse. First Shakespearean pro-

TOVARICH' HEALTHY \$14,000 IN FRISCO

San Francisco, April 6.

"Tovarich," with Eugenie Leontovich, Osgood Perkins and Bela Lugosi heading the cast, is getting into its stride at the Curran theatre. Publicity has been unusually good. Practically every member of the cast has been interviewed over one of the local radio transmitters. Drama crixalso have been generous in their allotment of space.

"Help Yourself" (WPA) is having a nice run at the Columbia theatre. As was the case with Tovarich at the Geary, biz during the second week equaled the first seven days. Federal Theatres Project sent this comedy the control of the c San Francisco, April 6.

Lunt-Fontanne Break Record in Detroit, \$28,000

House record of many years standing was tossed into the discard at the Cass last week, with 'Idiot's Delight' copping a gigantic \$28,000 in nine performances at \$3.30 top. Manager Harry McKee thumbed through the record books in vain to find a more profitable session at the sprices. A circular self-out the entire week, ducats being gobbled up weeks in advance. Whole downstairs, with chairs for 800-odd, sold for \$3.30 each, compared with the usual half at \$3.30 and remainder at \$2.75 and \$2.50. Balcony seats went just as fast at \$2.75 top.

Gross' is all the more remarkable in view of the current uneasiness caused by sitdownitis and in face of the fact that the show was given no unusual buildure. Although the control of the first session, the Cass is forced to darken this week, due to previous bookings for the show. Relights next Monday (12) with 'Ziegfeld Follics, in for a two-week stand.

Letimate for Last Week
Idiot's Delight,' Cass (1,400; \$3.30 top). Lunt-Fontaine show cracked house records with a mamonth \$26,000 on nine performances. Aided to record by hiking prices of all main floor seats to \$3.30. House dark this week.

\$4,500, Philadelphia 'EYRE' HOTCHA \$23,600, BALTO

Baltimore, April 6.

Katharine Hepburn in the Theatre Guild's Jane Eyre at Ford's did a stand-up bit alloweek winding up the big gress were noted from mail orders prior to opening and lines were continuous all week. This in spite of two nights of Met opera at the Lyric and a society ice carnival on the week-end. Current booking of 'Boy Meets Girl' is at Ford's, second session for this comedy this season. Nothing else is in sight until 'First Lady, which comes in May 3.

Estimate for Lass Week Jane Eyre, Ford's (1,988; \$2.76). Big advance sale and consistent line-up at the b.o. all week for a hotcha \$23,600.

Plays in Rehearsal

'Arsenal'—A. L. Jones.
'Orchids Preferred'—Charles - Qui 'Curtain

nachtel. 'Close Quarters'—Shuberts. 'Penny Wise'—Juliana Morgan. 'Susan and God'—John Golden.

duction by the project locally; at-tracting best trade in months. "Ind Alley," Mayan. Gangster-tragedy by James Warwick hitting the high spots and biz on the up-

the man apolitic trend.

"Crock of Gold," 'Captain Kidd.'
Beaux Arts. Former on nights, 'Kidd'
matinces only.

Broadway Gets Big Easter Coin; Due to Slide Off; 'Tor's' 20G's

Out of 28 attractions on Broad-after pre-Easter layoff with taki way's list Easter week, 14 drew im-estimated at \$22,000. portant money and five or six went to new highs, and others tonped the marks of the record Holy Week, during what was the last socko gross period of the 1936-37 season. In some instances business was spotty and the going started poorly, holiday matiness being blah. Attendance thereafter started of shows hit capacity Showmen expressed satisfaction, while critics squawked over the succession of spring flops. Business is sure to fall off, except for the standouts, from now on and the N. Y. state income tax deadline next week (13), figures to react at the box offices.

The Amazing Dr. Clitterhoused, 1000; Treefisike 'had its best week, approximately \$20,000; Red Hot and Blue' fair at \$22,000.

The Women' again topped the straight shows, getting \$22,300 with the straight shows, getting \$23,000 with the straight shows, getting \$22,300 with the straight shows, getting \$23,000 with the straight shows getting

Masque to the Majestic.
Professor Mamlock' is slated by WPA at Daly's.

Estimates for Last Week
Roy Meets Girl.' Cort (72d week)
(C-1,059-\$3.30). Played one extra performance last week and went to \$10,000 or better; best gross in months; may move to a larger-house (or a summer \$12 Lights.' Mansfield (13th week) (D-1,079-\$3.30). Doing fairly, last week the gross was around \$8,000; profitable and may go a through the spring.

Your Life' Golden (1st week) Ben and

through the spring.

Bet Your Life, Golden (1st week)

Through the spring.

Bet Your Life, Golden (1st week)

Stein; written by Fritz Blocki and
Willie Howard; opened Monday;
badly panned.

Brother Eat,
Biltmore (17th
week) (C-991-\$3.30). Best week yet,
with gross topping \$17,000; played
two extra matinees; 10 performances; steamatinees; 10 performances; steamatily bettering.

'Chalked Out,' Morosco. With
rawn suddenly Saturday after poor
week and a half; under \$2,500.

'Dead End,' Belasco (76th week)

arawn suddenly. Saturday after poor week and a half; under \$2,500.

Dead End. Belasco (76th week) (CD-1,006-\$3.00). Some improvement last week, with takings estimated over \$8,000; using cut rates.

Excursion, Vanderbilt (1st week) Construction of the second of the sec

new high, with takings going over \$15,000.

'Migh. Tor.', Beck. (13th week). (D-1,214-\$3.30). Critics' ward-jumped pace and best gross since opening, with taki around \$20,000.

High-Your Wagon' the St. (1st week). (CD-969-\$3.30). recented to years and Baruch; written by Bernard. C. Schoenfeld: opens Thursday (15).

'Miss Quis', Miller (1st week). (C-944-\$3.30). Presented by Vinton Precedley; written by Ward-Moorehouse; opens tonight.

'Now You've Done It.' Fulton (6th

house; opens tonight.

"Now Yau've Done Ht. Fulton (6th week) (C-913-\$330). Moved here from Miller, where business picked up last week; around \$3,000; staying for probable picture rights.

"Red Harvest," National (2d week) (C-1,164-\$3.30). Drew fairish notices and business after opening not strong; around \$2,000 in seven times. "Red, Hot and Blue," Alvin (23d week) (H-,135-\$440). Final week going to Chicago; resumed last week

gross approximated solution in the provided in

notices and chances not yet definite.

'King Richard, H.' St. James; remarkable business for Shakespeare drams; got \$22,500 last week.

'Candida,' Empire; virtual sell-out and will be given without 'Wingless Victory' for two more weeks.

'Marching Song,' Bayes; going cooperative instead of closing.

'Naughty Naught,' American Music Hall.

The Sun and I.

'Power,' Ritz.
'Dr. Faustus,' Elliott,
'Native Ground,' Venice (Jolson's),
'Love in Humble Life,' Daly's; final

"The Show Off,' Lafayette (colored).

FOLLIES' BIG \$33,000, ST. L.

St. Louis. April 6.
iegfeld Follies concluded a weckstand Saturday (3) at the American
theatire with a take of approximatelys33,000 for the best biz of the current season and one of the biggest
weeks in the past five years.
Six of the eight performances
were played to absolute capacity,
and, when the show closed, natives
were still requesting ducats. All
local crix helpcd with favorable reviews.

views,
'Idiot's Delight,' ith Alfred Lunt
and Lynn Fontanne, began a oneweek stand Monday (5) at the house.

ENGAGEMENTS

ENGALEMENTS

Philip Merivale, Gladys Cooper,
Close Quarters.

Anna Erskine, 'Naughty Naught',
Benay Venuta, Orchids Preferred,
Nancy Sheridan, Albert Bergel,
Linda Watkins 'Penny Wise.'
Patricia Palmer, 'Boy Meets Girl',
Jack Roseleigh, 'Philip Ober, Eddie
Craven, Gertrude Green, J. ribur
Young Rursell Morrison, 'Yanklyn
Douglas, Gilmor,
Douglas, Gilmor,
Derek Fairman, 'us.'

Plays on Broadway

Young Madame Conti

Melodrama In three acts, starring Continues Cummings, Madaged by Hubert clienth and Benne Franks, Presented by Hubert clienth and Benne Franks, Presented by Hubert clienth and Benne Franks, Presented by Hubert Champion is inclined to district the start stern At Music Box, Start Stern At Music Box, Start Stern At Music Box, Benne Hubert Continues Constance Cummings Benty Wanniger. Betty Korton Start Star Molarma in three acis, starring Constance Cummings, Adapted by Hubert Griftih and Benn W. Levy from German original by Bruno Trink. Presented the Constance Cummings of the Constance Cummings Presented Start Start Start Start Start Start Start Start Start At Masic Box, X. Y., March 31, '37, '83.30 top. Neils Cond. — Constance Cummings Betty Wanniger — Betty Namiger — Betty Namiger — Betty Namiger — Partick Rarr Mrs. Ebevisbacher, charwoman. Buth Vivian Mr. Lachner, Janter. — Torn Dillon Trans. Setty Vinner Arrold Zimmer Stepher Block Ste

Another of those violently melo-dramatic tidbits, seemingly so dear to the hearts of playgoing Britishers, imported bag and baggage by War-ner Bros. with the play dept. head, Bernard Klawans, programmed as roducer.

roducer.

'Young Madame Conti' is an adaptation, by Hubert Griffith, London drama critic, and Benn W. Levy, from a German original by Bruno Frank, with Constance Cummings (Mrs. Levy) starring in the role she played in England.

arom a terman original by Bruno Frank, with Constance Cummings (Mrs. Levy) starring in the role she played in England.

Play has luridly to do with a murder committed by the beauteous Nella Conti, one of Austria's most select ladies of easy virtue, and the silken killer's trial and conviction. Young Manaman love with one of hermore prominent patrons. Stephen Horka. When, by chance, she overhears that this sincere affection is not reciprocated, she shoots her man dead in Frankie and Johnnie fashion. Brought to trial, she amazes the court by expressing a wish to die, without offering any defense. It is not until her attorney, out of the kindness of his legal heart, points out the heart of the start of the court the harrowing details of a continuation of the presiding judge stampeded the trial to declaim his undying love for her and inform the startled court that Horka was a cad deserving to die Madame Conti's story is that the dead man was in the habit of extracting large sums of money from her, but she didn't mind until he boasted about the trial is uncommonly sympathetic to her sad tale, but Madame Conti is convicted, nevertheless. Even a plea for pardon is refused later, as she awaits hanging. Here, however, the authors insert a theatrical trick by means of a sudden blackout, a flashback revealing that the entire trial and conviction business was merely thoughts rushing through the wornan's maddened mind in her lucurious aparting that the entire trial and conviction business was merely thoughts rushing through the wornan's maddened mind in her lucurious aparting that the entire trial and conviction business was merely thoughts rushing through the wornan's maddened mind in her lucurious aparting that the entire trial and conviction business was merely thoughts rushing through the wornan's maddened mind in her lucurious aparting that the entire trial and conviction business was merely thoughts rushing through the wornan's madsended to the trial is uncommonly bullet all over again—this time, it is hoosed, for kee

RED HARVEST

ı	rama in three acts, presented at Na-
1	tlanal theatre, N. Y., March 30, '67, by
ł	Brock Pemberton, in association with the
1	Theatre Foundation of America; written by
ŀ	Walter Charles Roberts; direction, Antoi-
ı	nette Perry; settings, John Root, \$3,30 top.
ı	Private Transky Michael Carlo
ı	Private Adams Chester Stratton
1	Private Adams Chester Stratton
ľ	Private Hawley Lloyd Gough
į	Veronica Ellis Elizabeth Love Carol Whiting
	Carol Whiting
ı	Belle Smith Doro Merande
i	Mary Luddy Amelia Romano
	Rose Clarkson Jeanne Hart
	Major David Allison rederic Tozere
	Zinna Meek Leona Powers
	Corporal Topley Edwin Rand
	Private Breen Allan Hale
	Charlotte Van Worter Malan Cullen
	Sally Farrell Frances Creel
	Holly Farrell
	Sergeant Bennett John Alexander
	Holly FarrellPhyllis Langner Sorgeant Bennett John Alexander Soeur Therese Joan Sudlow
	Ruth Blasley Drue Leyton Courier, G.H.Q Robert Marcato
•	Courier, G.H.O Robert Marcato

rock Pemberton's third current offering (other two are 'Chalked Out,' and 'Now You've Done It') does not look much like a healthy capstone for the Pemberton season 'Red Harvest,' subtitled 'Pages From A Red Cross iary, is spotty. And it's not entertainment. Essaying a portrayal of stark realism from the viewpoint of the Red Cross nurses

nears that this sincere affection is not reciprocated, she shooks her man dead in Frankie and Johnnie fassione. Frankie fassione fassio

consumption, John Root's settings go overboard in the second and third acts with a cavernous interior of the Hotel-Dieu. Actors are constantly getting behind pillars and doors, and unless the audience is equipped with mirrors it's not going to see much except what happens center stage, front.

Acting that a commendable.

Leona Powers and Frederic Tozere turn in crack jobs, the former virtually being forced to talk continuously in frenzied action scenes. John Alexander, slated for the male lead in Pemberton's 'Now You've Done It until disabled by appendicitis, gets the role of a sergeant here, and does well. Support, largely femme, is adequate, and frequently above par. Direction, like the script, is spotty.

Edga.

BET YOUR LIFE

Farce comedy in three acts (five scenes)
y Fritz Block and Willle Howard. Preented by Ben Steln; staged by A, H, Van
unen: settings. Stagerast studios. At
ohn Golden, N, Y., April 5, '37; 33, 30 top,
ake Chance. Ghire Caritor
fark Burton. Chire Caritor
fark Burton. ,...Lulu McConneil
...Lew Hearn
...John Clarke
...William Valentine
...Jean McCool
...lanche Haring
...John Foster
...Scott Moore
...Edgar Charles

The waning legit year makes one of its seasonal missteps with this one. Few plays prove as completely discomforting to a first audience, as well as its authors and sponsors, as Bet Your Life, jointly composed by Fritz Blocki, former Chicago play criting and willied Howard, revue to the complete of the

really not nis access are so disheartening. Blame it on the authors.

Bet Your Life' is most certainly not a good gamble for anyone concerned. And, judged by its complete mediocrity, its film-chances are nil.

Rowl.

PLAYS ABROAD

(Continued from page 62)
a moron. Husband has to go to the far away wilderness and tells the other to look after his wife. At the end of six months, she and the friend find they love each other. Husband returns and offers to release his wife, it hat will be the continue of the continue

can hold out longer than the ordi-nary theatregoer, and pretend en-joyment, but commercially it isn't sound.

joyment, but commercially it isn't sound.

Two male actors struggle hard to carry conviction and sustain interest in this slow-moving narration, but attention is centered on the first appearance here of Evira Borota, a young Viennese actress reputed to have an enviable record of Shakespearean and other successes on this stage of milestly unfair to pass judgment on her work in this play the first impression is that of another continental actress of the Bergner cult. They all play ingenue roles with a combination of gamin and stunted mental development, eventuating into dramatic situations and arriving at a point where they crouch over and hunch their shoulders when it becomes necessary to emote.

(Show lasted only one perform ance; failed to open the second night.)

STARS AND STRIPS

London, March 23.

Revue In two parts (24 scenes) by Edgar
Blatt, Dan Soutter; music, Nat Ayer, Dennis van Thal; ballets and dances arDennis van Thal; ballets and dances arStars Douglas Byng and Phyllis Starley,
Presented by Andre Charlot and Dennis van
Thal; at Vauduville theatre, London, March

Andre Charlot calls this stop revue 'Stars and Strips.' There is a preponderance of the latter as against the former, and for this reason the show will have some appeal for the no-brows who revel in that sort of revelation. Only one in the cast who can lay any claim to drawing power is Douglas Byng, who appears twice, first doing his Lady Mayoress number aiready made familiar in his vaude appearances. Later he appears as an aged French can-can dancer, apparently dressed in a brasiere and a pair of black stockings. It's pretty rough.
Only other straight vaude act is

it's pretty rough.
Only other straight vaude act is
Lerry Kenble with unique and
omedy monolog, who clicks solidly.
Remainder of the show is made
up almost entirely of undressed girls
and a few suggestive sketches. Jolo.

WPA

ALTARS OF STEEL

Atlanta, April 1,

Atlanta, April 1.
Drama in 16 scenes by Thomas HailRogera, presented by combined Federal
Rogera, Francisco Feder

Harris A. B. Leis, William Speiman. Lee Belein, Stringerlion, and Zvelyn Belein, Marie Turner, Marlon Brannon, Mildred Marie M

ilt around evit of absente ership of industry in south, this play preaches a sermon for and against Communism, against a background of the age-old theme of capital vs. labor.

John Worth's Southern Steel Co. is about to get out of the ced after having weathered the depression, when it is absorbed by United Steel, headed by Karl Jung, which gains control by taking over bank that holds Worth's mortages.

plant if he will only come and rescue him from the mob, which is now about to overpower his hired armed

him from the moo, which is now, about to overpower his hired armed guards.

Worth refuses to come unless Jung promises to sign a statement assuming full responsibility for fatal explosion. Jung agrees to this and Worth starts for the plant. Jung, realizing the statement will send him to the electric chair, tears it up. Worth finds that Draper has worked up the mob into such a state of hysteria, they are determined to wreak their wengeance on Jung. He appears again assuming owners again assuming that the property of the state of hysteria, they are determined to the same of the state of hysteria, they are determined to the same again assuming owners again assuming that the property of the same price of the same property of the same property of the same property of the same property of Board of Inquiry's report, stating that verdict was 'not guilty' although rumors of bribery and political infuence' were said to have guided decision.

Noteworthy performances were

though rumors of bribery and political influence were said to have guided decision. Performances were given by Lionel Bante. Setting ward regiven by Lionel Bante. Setting ward massive, representing steel mill, stage extending over pit. Boxes adjoining stage were also utilized for part of play. Modernistic and impressionistic motif was employed to good advantage, in sets, turn table being used to speed changes, Intensely dramatic action builds upon the set of 100 taking part, being especially good. There is no intermission. Effective sound effects, made in local steel plant, and good lighting, plus canned musical score, add realism, but gets a little too noisy at times.

Hobbs Quiz

(Continued from page 3)

(Continued from page 3)
its accomplishments. Also sets forth
that the probe shall cover producers,
distributors and exhibitors. It would
further look into the use of the
standard exhibition contract, the
clearance problem and circuit the
atre operations.

However, the wording of the resolution is so sweeping that any exhibitor or person connected in any
way with the picture-business might
be called up on the carpet. The idea
of having every phase of the film industry probed by a congressional
committee, which now has virtually
the power of acting as prosecuting
attorney, judge and jury, finds high
picture leaders thoroughly aroused.
They hope to kill the measure in the
committee.

If it were not for the serious implications of the proposal, the industry would be inclined to look on

If it were not for the serious un-plications of the proposal, the in-dustry would be inclined to look on the committee scheduled to be set up as just another congressional junket that would focus its activities on the production end (Hollywood).

. Sherlock on Coast

Sherlock on Coast
Los Angeles, April 6,
Another batch of independent exhibitors from the Los Angeles area
are being interrogated this week by
Albert W. Law, special assistant to
the U. S. attorney general, who
launched an investigation into distribution and exhibition here two

launched an investigation into distribution and exhibition here two weeks ago.

Feeling in industry circles here is that U, S. Senator William Gibbs McAdoo, and his local law partner, William G. Neblett, have something to do with the current probe. The McAdoo-Neblett law firm has been waging a fight against Fox West Coast Theatres for some months, on behalf of T. L. Tally and Lou Bard (Corbar), local indies, who are seeking to have the F-WC bankruptcy set aside on the grounds of fraud and conspiracy.

Although witnesses questioned by Law are pledged to secrecy as to their testimony, or line of questioning, word has seeped out that the government prober is particularly interested in the price zoning setup under which the local territory is functioning; clearance, and day-date and continued first runs.

'The Spell,' by Baroness Lili Hat-vany, acquired by Aldrich and Meyers for fall production.



lyin, N.Y. "Red, Hot and Blue."



RADIO'S CONCERT HOLD

Mikhail Mordkin, Miriam Marmein Debut Their Ballets in N. Y. City

The Goldfish, ballet in saven scenes, stor by Alexander Fushion music by Alexander Fushion music by Alexander Fushion music by the control of the control of

chance At Majestic, N. Y., April 4, '87, 38.30 top.

First performance anywhere of this ballet based on Pushkin's story brings the return after many years of Mikhail Mordkin, former ballet and partner of Anna Pavlowa. With choreography and direction by Mordkin, seenery and costumes by Sergei Soudeikine, and musical arrangements by Eugene Puerst, the occasion is a sentimental triumph. As a bid the second property of the second property of the second property in the story more than is customary at treesnet, but neither in dancing nor decorative effectiveness equals some contemporary ballets. In 'The Goldfish,' the Mordkin group stresses the story more than is customary at present, but neither in dancing nor decorative effectiveness equals some contemporary ballets. In 'The Goldfish,' the Mordkin dancers are unable to clarify a narrative that is somewhat obscure in itself.

Of the featured dancers, Lucia Chase and Dimitri Romanoff are reasonably lithe and engaging. Mordkin mimes expressively and the other public. The appropriate and the other public is a proper sould the second contemporary ballets are citized with the property of the first property o

Miriam Marmein

Miriam Marmein

Recital of 14 drams-dances, with an intermination. Dances composed and costumes
selfaned by Miriam Marmein. Danced by
Miriam Marmein. Danced by
Helm Ward. Glisdys Kern, Rosamond Anhony, Menotah Fisher, Clair Noble, Plano
kcompaniment by Marton Kahn. At Barblon-Pinza, N. X., April 4, 37, 422.0

Formerly of the Marmein Sisters, of vaudeville, Miriam Marmein brings her concert dance group in a program of what she calls 'dramadances.' Her solo dances, which in the control of the c

Tcherepnine to U. S.

, March 21,

, March 21,
Alexandre Tcherepnine, Russian
composer and pianist, left yesterday for America, where he will arrange for the publication of a number of musical works by modern
Japanese and Chinese composers.
Afterwards skedded for a concert
tour of South America, and later
Paris.

Thomas' Frisco Date

John Charles Thomas set to do a bit of singing at the ceremonies at-tendant opening of San Francisco Golden Gate bri May 27, 28 nd 31. NBC Artists Service booked.

ADOLPH BOLM IN N. Y.

Adolph Bolm, Russian dance director, is in town from the Coast on a short visit with his daughter, ife of Irving Deakin of the Warner story department.

Bolm, a former dancer, was associated for years with Serge Diaghelieff.

Philharmonic Adds Four Weeks to 1937-38 Sked

Weeks to 1937-38 Sked With the N. Y. Philharmonic Symph's 1937-38 season extended to 28 weeks, four more than the orchestra played this year, CBS will expand its sked correspondingly and continue to air all the concerts. Running in line with the general bettering of biz in the classical music field, which gave the Met Opera its best season in the one just closed than troupe had since 1930, extension of the Philharmonic season was decided upon as a basis of the bo. returns. CBS pays for broadcasting rights to the concerts. Reported William S. Paley, president of Columbia, personally contributes coin toward the CBS outlay for the Symph airing rights.

FRISCO AND CHI SIGN MET STARS

Set for the San Francisco Opera's next season are Kirsten Flagstad, Gina Cigna, Vina Bovy, Lily Pons, Bruna Castagna, Rosa Tentoni, Charlotte Boerner, Kathryn Meisle, Lauritz Melchior, Ezio Pinza, Giovanni Martinelli, Maison, Lawrence

Martinelli, Maison, Lawrence Tibbett, Richard Bonelli, Norman Cordon and Charles Kullman. Lined up for the '37-'38 season of the Chicago opera: Kirsten Flag-stad, Gertrud Wettergren, Elisa-stad, Gertrud Wettergren, Elisa-beth Rethburg, Gina Cigna, Helen Trauble, Josephine Antoine, Hilda Burke, Betty Jaynes, Lotte Lehmann, Lily Pons, Charlotte Symons, Joseph Bentonelli, Charles Kullman, Chase Baromeo, Julius Huehn, Lawrence Tibbett, John Charles Thomas, Lau-ritz Melchion, Ezio Pinza and Ema-nuel List.

Kullman in Vienna

Charles Kullman, March 26.
Charles Kullman, American tenor at the State Opera here, will resume his work there in April.
Will appear in 'Schwanda,' 'Der Dudelsachpfeiffer' and 'Eugen One-

Ind. Pix

(Continued from page 5)

various stages of equipment from the first reaper. Standard Oil film, reportedly

various stages of equipment from the first reaper.
Standard Oil film, reportedly costing \$100,000, dramatized the delivery of oil products to farmers. Lew Ostrow produced with Marshall Neilan directing. Cast included Robert Armstrong, Mary Doran, Andy Clyde, George Beban, Jr., Peggy Shannon and Kermit Mayhard. Homer Croy and Houston Branch scripted, Jack McKenzie handled the camera. Jam Handy of Detroit started a series of shorts here for the Household Finance Corp., of Detroit, starring Edgar A. Guest and Marilyn Knowlden, moppet actress. Lou Marlowe is directing. Cast and crew will move to Detroit soon to complete the series.
Other outfits permanently on the Coast are Scientific Films, F. K. Rockett Co. and Luddrof Fruit Co.

Two on the Admish List

Two on the Admish List
Industrial film makers have so far
avoided any attempt to compete with
regular Hollywood pictures on a
large scale. However, two such
films are currently running in theatress before paid admission audiences. The Blacksmith's Gift,' produced by Deere & Co., a farm implement corporation, has been
booked through state right exchanges in indie houses. Theatre
pays no rental and the exchange also
pays nothing for it, handling it as
an aid to the sale of the other films
one-reeler, 'Horse Sense in Horse
Power,' sponsored by the National
Safety Council, is being released
through Republic exchanges.

NETWORKS EASE OUT INDIE MGRS.

NBC and CBS Monopolize Field - Outside Agencies Wilt in Face of Concentrated Drive for Biz

FEW EXCEPTIONS

The era of the independent concert manager and booker, which has been evaporating through depression years, is ready to drop the blinds and nail up the crepe. Amalgamation of managerial and booking biz into two camps—both radio-controlled—sounded the knell for the indie some time back. But it looks completely washed up now.

NBC and CBS have hogged the field, taking under their wings all the big-time concerp and opera names with but sprinkling of exceptions. Has reached such a crisis for the small indie manager and booker that he cannot longer afford to send out his rep each spring to tour the land and get contracts with the operators of the concert halls. And since that peculiar arrangement of land and get contracts with the operators of the concert halls. And since that peculiar arrangement of concert booking is about the only one the halls and clubs around the country will have truck with, it remains for the indie manager to play their style of ball. And, he knows before he attempts to underwrite expense of either self or rep on a contacting and selling trek, he hasn't enough talent to offer to make trip successful.

Whereas before NBC and CBS slid Whereas before NBC and CBS slid into the concert biz there were more than two-score indie managers who made out very well, there are left in the field only nine of any importance, and some of these are keeping their shiples on their office doors only by engaging in outside activity.

Several Remai

Richard Copley is the biggest indie remaining, with about 20 persons on his list. The only ones who might qualify as having name importance are Margaret Halstead, Jan Peerce, Armand Tokatyan and Sidney Rayner. Charles L. Wagner (one-time legit producer of The Barker) now devotes self almost entirely to digrig up unknowns; his activity in the straight managerial field has declined very much. Annie Friedberg is still around, but her list is slim and hasn't what might be termed one really important name.

Mrs. Betty M. Pingle, who heads the National Music League, hasn't much and no names. Paul Stoes has the On Cossack. Chorus, but that's the only important item. Arthur Willmore and Rhea Powers are still in biz, but seldom heard from; ditto Vera Bull Hull. Harry A. Cahill has Tito Schipa and Virgi ia Rea, but others are unimpressive. Bernard Laberge has no full-blown name to offer.

Each season during past five has Richard Copley is the biggest indie

offer.

Each season during past five has seen NBC and CBS grab off all blossoming operatic and concert potentialities. For one thing, being under contract to either outfit lends prestige to artists, since it has become sort of an axiom among 'em that to get on the NBC or CBS list one must have notentialities.

get on the NBC or CBS list one must have potentialities.

The network' subside have the booking facilities, and are often able to squeeze in dates for the lesser known upcomers that the in-dies would be helpless with.

Opposition Absorbed

Opposition Absorbed

Extent to which NBC and CBS have hogged the field is such that if they had any indie opposish they deemed irritating at all, they'd absorb it, just as NBC made the deal several years ago to do the booking for Sol Hurok. As it stands, the two big outfits just sit smug knowing that all important artists will voluntarily drop into their laps.

There isn't even a chance, it seems, for any of the indies to organize club-plans in any of the towns in the hinterland, the pair of biggies having taken over that juicy activity long since. NBC operated its Civic transfer of the indie booker and manager.

Wagner Collects on Montreal Date Cancelled Because of Small Advance

MOJICA TO ARGENTINE

Combo Radio-Concert Dates Com-mand Good Fees for Latins

mand Good Fees for Latins

Jose Mojica, leading Spanish
tenor, sailed for Buenos Aires April
3 to fulfill a six weeks' contract on
Radio. Belgrano at \$7,500 weekly,
Tenor will do one week at the Teatro Opera, B. A., while there, and
then sail for Europe to open a 20week concert tour.

Augustine Lara, Mexican pi istcomposer, follows Mojica this week
sailing April 10 for same station at,
\$1,350. Latter also set for stations
of Primera Argentina de Broadcasting chain in Rio de Janeiro, B.

ing chain in Rio de Janeiro, B. Montevideo and Caracas on

Pat Bowman May Star in Fokine's **Ballet Company**

Monte Carlo, April 6. Foki , head of the Monte Carlo Ballet, has begun negotiations with Patricia Bowman, American dancer, with a view to co-starring with her

Patricia Bowman, American dancer, with a view to co-starring with her on a tour of Europe, with possible opening date at the Paris Opera during the World's Fair. If concluded it would be the first important ballet company starring an American dancer.

Tour will also probably emphasize and bring to a head the dispute over the use of the term Monte Carlo Ballet. Ballet Russe de Monte Carlo, as produced by Col. W. de Basil, sin America and has nothing to do with the company here currently headed by Fokine. Obviously the localities feel they are entitled to use their name, despite the fact that de Basil and his troupe are no longier here, and haven't been in some time. There was talk last year, when Rene Blum first announced a tour of the Monte Carlo Ballet, that de Basil would drop the name of the town for his company. He didn't, largely because his troupe had exploited the name to, b.o. proportions, internationally, and felt they had priority, Solomon Hurok handles de Basil in America.

St. L. Pop Concerts Off

St. Louis, April 6.

Drive for \$144,500 maintenance funds for St. Louis Symph Ork fell-short and although \$\$2,059 was collected, execs have abandoned plan for 16 pop concerts at municipal auditorium this spring as this enterprise, at which beer and food was to have been served, would have entailed layout of \$15,000.

Failure to collect all that was de-

Failure to collect all that was desired is attributed to absence of prospects from town. During drive 584 season subscribers were found.

Wendell's Debut Set

ruce Wendell, colored classical pianist makes his U. S. debut with a self-underwritten recital at Town Hall, N. Y., April 18. A British West Indian, Wendell has been playi in England several sea-

That clause in the Industrial Esstablishments Act prohi iting chil labor of persons

does not child

coes not scheduled ive single theatreperformance; such was the ruling in Superior Court here of Justice Chase Casgrain when he ordered Louis Bourdon, Montreal promoter, to pay \$1,268 to Charles L. Wagner Lic., New York agency, for breach of contract arising out of Bourdon's cancellation of a Ruth Sienczynski recital, which had been pencilled in Unit of the second of the second contract arising out of Bourdon's cancellation of a Ruth Sienczynski recital, which had been pencilled in Unit of the second contract arising out of Bourdon's Aspart of his defense, Bourdon claimed that he had been forbidden by the Department of Labor to allow the performances because the child prodigy was under 14. He admitted that he had signed the contract whereby he was to supply the house and do the exploitation, and pay Charles-Wagner, Inc., \$1,250, plus 50% of the net.

In his action, Wagner, claimed the \$1,250 according to contract, \$250. as the share of the prospective net receipts, \$750 as damages to the agency's reputation because the concert did not come off, and legal fees and other expenses totalling \$2,418. It was shown in the evidence that Bourdon had written the agency prior to the play date, suggesting that the recital be called off, because the tickets were not selling well, a story having got around that the house was papered on the child's last appearance here. The agency insisted on fulfillment of the contract, Later, the agency was notified by the Labor Department that the young pianist could not perform in Montreal under the child labor laws, although she had appeared here a year previously. Bourdon notified the agency for breach of contract, Justice Casgrain found that the child labor laws, although the had received a similar notice and had cancelled the concert.

In ruling in favor of the agency for breach of contract, Justice Casgrain found that the child labor laws, although the had received a similar notice and had cancelled the concert.

In ruling in favor of the agency for breach of contract, Justice Casgrai

appearance of artists from

Met Opera Preparing Spring Season's Tour

Met Opera's spring season, to be announced in couple of weeks, will probably run six weeks, instead of four weeks as last year. Will open May 5, with first several weeks' schedules to be announced later. Length of scason will depend on

Length of scason will depend on bo.
Regular season just closed totalled 118 performances compared to 119 previous year, but grosses were comformation of the previous year, but grosses were comformances were rung up in Boston, eight in Cleveland, si in Philly, five in Brooklyn, two each in Hartford and Boston and one each in Newark and Rochester, for a total of 37. Only 24 performances were given on tour last season.
Edward Johnson, Met manager, will o.o. prospects on European trip this spring and is expected to bring back several new artists. This will be second trial of a spring season.

trial of a spring season.

Denver Girl in Opera

Denver, April 6.

Jean Dickenson, 22-year-old NBC
Coloratura soprano, who got her
start over KOA here, then went east
where she has been singing over
the air has been signed to sing with
the San Carlo Opera company in
Rigoletto for one performance,
April 17.

It will be a homecoming for her
and the first time for her to appear on the operatic stage.

Post-Gazette Guild Contract

Post-Gazette Guild Contract
Paul Block, publisher of morning
Post-Gazette, and Pittsburgh Newspaper Guild, signed a year's contract
over week-end governing wages provides five-day, 40-hour week and
salary scale rating to a \$50 weekly
minimum for reporters with five
years' experience, Copy readers with
same amount of experience get \$55
minimum, \$50 for three years or
less.

minimum, \$50 for three years or less.

Other clauses provide regular vacations with pay, overtime adjustments and dismissal compensation ranging to 24 weeks salary for employes who have served the publisher 15 years. Guild's efforts, however, to obtain a closed shower unsuccessful and contract specifies that its benefits will be applied to all, itorial employees the properties of whether or, not they are members of the Guild'.

Of the three Pittsburgh dailes, Post-Gazette's unit is by far the strongest in the Guild, with a 97% membership of editorial staff.

Newspaperwe

Newspaperwomen

New York Newspaperwoman's
Club awarded four prizes for professional achievement at its 15th annual party in New York last week.
Prize winners were Doris Fleeson of
the N. Y. Daily News, who won \$100
for her coverage of the 1936 Republican convention; Emily Genauer of
the N. Y. World-Telegram, \$100 for
the consistently best column in a
specialized womans' field. Anne
O'Hare McCormick, of the N. Y.
Times, \$50 for the best feature story,
an article on Hitler; and Dorothy
Thompson of the N. X. Herald Tribune, \$50 for the most distinguished
column of opinion, for her piece on
the Hauptmann execution.
Honorable mention also was given

the Hauptmann execution.
Honorable mention also was given Dorothy Kligallen and Dorothy Dunbar Bromley. Presentations were made by Jim Barrett. More than 60 New York women writers, columnists and reporters were entered in the contest, the first of its kind to be sponsored by the club.

Upton Sinclair's New Book

Upton Sinclair has issued a new novel titled 'No Passarant' ('They Shall Not Pass'), which is the story of the battle of Madrid and a num-Snail Not Pass.), which is the story of the battle of Madrid and a number of American boys who join the International Brigade against the Fascists. It has been published in pamphlet form to sell at a quarter, Sinclair putting it out himself. Author-publisher states that he turned down an offer from a publishing house to put it out for \$2, preferring to take the chance of running into personal debt because of the world emergency.

Author is offering some foreign language rights without royalty, as his answer to Mussolini, who has banned my books, and, to Hitler, who has burned them.

Spot-Newsing Lolly

Beginning yesterday (April 6) Hearst newspapers are running Lou-ella Parsons' Universal Syndicate

ella Parsons' Universal Syndicate column as spot news.
Understood that this was on orders from Hearst, who did not want it to be a day ahead in the Los Angeles Examiner, fearing other correspondents have been picking up her stuff in the early editions and wirling it east, beating her own column into the eastern spots. Instead of having her copy ready for two o'clock Coast time deadline. as in the past, it is now cleared from Los Angeles at noon. geles at noon

Wising Up Al Fresco

Wising Up Ai Fresco

Open air free library conducted
each veek-day in Pershing Square,
Los Angeles, by the public library
of that city, is distributing around
200 books and magazines daily, for
perusal only in the park. Open air
branch is open from 10 a.m. to 3 p.m.
Park loungers are permitted to draw
any book or magazine on file, with
the proviso, they are not to be taken
from the grounds, excepting by persons who hold regular library cards.
Pershing Square is the Los Angeles
Open Forum and thousands grab off
the benches for a daily mulling of
events. Park fronts on four streets
in downtown L. A. and its benches
are rarely unoccupied.

Israel's Tropical Material

Israel's Tropical Material
Joseph Israels, II, just back from
British Guiana, is writing a series of
articles on that country and South
America, stressing the fact that it is
the last frontier for youth of today.
In his stories, Israels will compare
this region as rugged country with
the frontier period in American history. He also may broadcast portions of data collected,
Israels, is president of Publicity
Associates.

Best Sellers

Best Seliers for the week ending April 3, American News Co., Inc Fiction

'Gone With the Wind' (\$3.00)	y Margaret Mitchell
'Drums Along the Mohawk' (\$2.50)	.By W. D. Edmonds
'Paradise' (\$2.50)	By Estner Forbes
'We Are Not Alone' (\$2.00)	By James Hilton
'Of Mice and Men' (\$2.00)	. By John Steinbeck
'The Theatre' (\$2.50)	Somerset Maugham

T. World-Telly Looks Set The lengthy negotiations, between the N. Y. World-Telegram management and the Newspaper Guild unit of the paper were continued yesterday (6) and almost concluded. It is expected that a "contract will besigned today (Wednesday). This action followed a unit meeting on Monday (5), when the unit accepted the memorane of 67 a 5% nay action followed a unit meeting on Monday (5), when the unit accepted the management's offer of a 5% pay increase instead of the 10% requested. It passed a resolution regretting the omission of the Guild shop clause and declared that this must be the object of negotiations for renewal. A resolution was also passed declaring that the Guild opposed the discharge of staff members to economize for pay increases. This action was taken as the result of a statement by Lee B. Wood, executive editor, who declared that pay rises might be followed by a cut in staff. Compulsory arbitration which had been proposed by the management was dropped yesterday after the unit had voted overwhelmingly against it.

. Y. World-Telly Looks Set

unit had voted overwhelmingly against it.
Guild will have seven Scripps-Howard papers signed up, despite the fact that last November Roy Howard expressed dissatisfaction at his then lone signed contract and declared that he would not renew it. That was the Cleveland Press.

Newspaper Guild now has 7,500 members in 80 Guilds. There is some talk, of organizing Hearst Guild units on a national scale, similar to the organization of Scripps-Howard units.

units.

Johnson's Spot Unsettled

Johnson's Spot Unsettled
Erskine Johnson, who has been doing freelance writing for NEA and
writing a column for the Los Angeles Daily News, titled 'Hollywood
Diary', has been signed by Hearst.
His column in the L. A. News attracted the attention of Jack Lait,
who tried it out in the Daily Mirror
for two weeks after which Hearst
ordered Johnson signed.

It is not yet decided which New
York Hearst paper Johnson will
write for, and the column will not
run until a suitable name is found,
as L. A. News controls caption 'Hollywood Diary'.
Harrison Carroll is currently doing

Harrison Carroll is currently doing the Hollywood column in the Dail

Mirror,
George Fischer, film chatterer or the Mutual network, will conduct the Hollywood Diary column in the L. A. Evening News. Erskine John-son left the sheet to do a similar jot on the L. A. Examiner.

Long Island Press Strike
Staff members of the Long Island
(Jamaica, N. Y.) Daily Press walked
out Monday (5), after a strike votehad been taken, last week, and the
strike authorized by the Representative Assembly in New York. The
Press unit numbers 66 out of the 68
members of the staff and is the
largest unit on the history of the
Guild to go on strike. S. I. Newhouse, publisher of the Staten Island Advance, and of the Newark
Ledger is the majority stockholder
of the Press. The first strike in the
Guild's history in 1934 was also at
the Press. the Press

Facing the strike, the management Facing the strike, the management offered general pay rises, some as high as \$10 per week, but the unit unanimously reaffirmed its strike vote. Average wages on the paper, exclusive of editors are \$25 per week. It is the only daily in New York on the six-day week.

Seek Lower Postage Rate
Authors' League is backing a bill, introduced by Senator Arthur H. Vandenburg, providing that manuscripts may be carried in the mails as third or fourth-class matter. Present cost of shipping a full length novel to a publisher by mail runs to about \$1.50, and double for the round trip. Cost is considerable when script is sent to several publishers. Change in status of classification would reduce cost to about 38 cents.

Claims Breach of Contract
Hararr & Rinehart is suing the
Literary Guild of America for
\$100.000 for alleged breach of contract. Simultaneously the publishers
are suing for a preliminary injunction to restrain the Guild from distributing F. & R. books to non-Guild
members.

tion to restrain the Guild from dis-tributing F. & R. books to non-Guild members.

Publishers claim that the Guild has violated its agreement not to sell F. & R. books to persons who are not regular subscribers to the Guild and hence has damaged the reputation which the publishers have built up of not cutting prices on their books.

Firm charges that Guild's special editions were offered to the retail trade in competition with the regu-lar editions and seriously interfered with bookstore sales. It also states that the situation became so serious that many bookstores have threat-ened to handle no more F. & R, books which are Literary Guild se-lections.

Literary Guild states that they believe no orders have been taken which are not subscriptions and declare they are satisfied to let the courts decide the issue.

Guild Contract in Columbus
Columbus Newspaper Guild signed
a contract for the Columbus Citizen
unit with the publishers of the
Scripps-Howard paper last Wednesday (31). Minimums of \$25 a week
for beginners and \$40 a week for reporters with three years' experience,
a 40-hour week, time off for overtime and dismissal notice of one
week for every year with the paper
are included in the terms of the contract. No preferential or closed
shop is provided.

Accused of Anti-Sovietism
Joint book by 16 foreign correspondents has been attacked prior to publication by Western Writers Congress, on the grounds that the editor, Eugene Lyons, and one of the contributors, William Henry Chamberli have a "anti-Soviet bias." Lyons own chapter will, however deal with Pereis and runch of chainbern, have an ann-soviet bias.' Lyons' own chapter will, how-ever, deal with Persia and much of the material in the book will be anti-Fascist.

Protestors sent conies of their kick Protestors sent copies of their kick to critics but got no results except suggestion that they wait until a book appears before razzing it sight

Haggard is Rochester M. E.
Rochester (N. Y.) Democrat and
Chronicle gets new managing ed,
fourth in little over three years, in
shift-of William Haggard, 38, to the
job, from assistant to M. V. Atwood,
associate editor of the Gannett newspapers. Charles A. S. Freeman goes
from sheet to Haggard's post in the
central office. Haggard, formerly
m.e. on Washinston Post, and onetime news ed of old N. Morning
World.
Frank Lonegan joins D. & C. copy
desk from makeup on Buffalo Times.

Mrs. Cookman Named M.E.

Ladies' Home Journal has ap-pointed Mrs. Mary Cookman as N. Y managing editor. Announcement was made by Bruce Gould and Beatrice B. Gould, editors, last

week.
Mrs. Cookman joined the staff of Mrs. Cookman joined the staff of the mag last September after re-si ing from the position of divi-sional advertising mgr. of the Abra-ham & Straus dept. store in Brook-lyn, where she had been for seven

Guild's News-Weekly Drive taff members of publications in the news-weekly field have formed a joint council to stimulate N. Y. Newspaper Guild and to study salary standards for a model contract Membership includes staffs of The Literary Digest, News-Week, ime and Scholastic. Fortune is already well organized and efforts will be made shortly by the Guild to organize writers on the March of Time' newsreel staff.

Suggest Gulid Clubhouse
Newspaper Guild is considering
establishing of a clubhouse in New
York to centralize activities and proyide a meeting place for members.
A house committee of three was appointed by the Executive Committee
last week to investigate feasibility
of the Members of the committee are Art Miller of the N. Y.
Journal, Barney Mullady of the City
News, and Vilas J. Boyle of the N. Y.
Post.

Post.

No clubhouse will be possible before next fall, because both national
and local guilds have leases on their
offices until then.

To Show Prize News Photos Life, the illustrated mag, will feature series of prize camera shots

of ace newspaper and syndicate photographs. New York city, photographs photographs New York City, gether with names of shutter-snap-pers. Bill Warnecke, of World-Telegram, tabbed for No. 1 spot, with Sam Schulman, oldest active N. Y. cameraman, of International News Photos, running a close second.

Young Barred from Nippon

Young Barred from Nippon
A. Morgan Young, for 15 years
editor of the Kobe Chronicle, English daily, has been denied permission to re-enter Japan as the correspondent of the Manchester Guardian or in any other capacity.
Home Office peeved because Young
was given to calling a spade a spade
in his editorials on Japan.

Power of Press
Margaret Mitchell's plea for the
papers in Atlanta to print pieces
saying that she had nothing to do
with the casting of 'Gone With the
Wind' worked out okay.
Following publication of her request by local sheets, novelist even
received a number of letters apologizing for having bothered her.

Talks on Civil Liberties
Roger Baldwin, director, of the
Civil Liberties Union, will be the
featured speaker at an open meeting
of the Book and Magazine Guild tonight (7) at the Manhattan Opera
house, N. Y.
He will discuss ivil Liberties
Under Fascism' especially in relation
to publishing.

Under Fascism' especially in relation to publishing.

LITERATI DEATHS THIS WEEK Volney P. Walsh, 33, former sports editor of the Denver News and Pittsburgh baseball writer, died at his home in Denver. From 1920 to 1932 he was on the News, the last five years as sports editor. In 1932 he went to the Pittsburgh Press as a baseball writer, returning to Denver last May, when his health broke. Walsh was a member of the Denver Press Club and the National Baseball writers' Association.

He is survived by his mother, Mrs. Lou Dell Walsh, of Denver.

Talcott W. Powell, 38, formerly editor of the Indianapolis Times, died on April 4, in Greenwich, Conn. following an operation for a ruptured appendix.

He was born in Lansdowne, Pa., and graduated from Wesleyan University. His first daily newspaper work was with the New York Sun, after which he joined the Telegram. becoming assistant executive editor of the World-Telegram in 1931. In that year, he became general manager of the Middletown (N. Y.) Timesterald. Two years later he returned to New York and joined the Telegram. becoming assistant executive editor of the World-Telegram in 1931. In that year, he wrote a series on veterans' relief, which was cited by the Pulltzer Committee in awarding a gold medal to his newspaper for the most meritorious public service. 1933, he was appointed editor of the Indianapolis Times and remained there until July, 1935, when he left to go to the Caribbean to write books and articles for Cosmopolitan and other magazines. He was the author of Tattered Banners' published in 1931 and was writing another book which was nearly finished.

He is survived by his widow, two children, his parents and a brotech. His father, Dr. Lyman P. Powell, conducted the funeral services yesterday.

Fred Fuller G., editor of the Philadeliph vening Bulletin in the state of the prince 1929 of the Philadeliph vening Bulletin in the proper in the prop

terday.
Fred Fuller
the Philadelphi
since 1921,
Southern Pi 66, editor of vening Bulletin April 2, in of a heart

attack.

He began his newspaper career on the Haverhill (Mass.) Gazette, and became editor in 1889. In 1907, he went to the Boston Herald as an editorial writer and in 1909 became editor. Two years later he joined the Bulletin as an editorial writer. In 1930, Mr. Shedd was president of American Society of Newspaper Editors, serving three one year terms. His wife and three sons survive him.

CHATTER

Bill McCleery of the A.P. has gone to the Coast.

Hin Michely of the A.F. has gone to the Coast.

Helen Keller left San Francisco last week for Japan.

Gurdon Simmons appointed real estate editor of the N.Y. Post.

Carrie Jacobs Bond leaving Hollywood for spring in Monte Carlo.

Arthur Hays Sulzburger due back in N.Y. next week from Europe.

Boake Carter starts a column for the Daily Mirror next week (12).

Travis Hoke has gone to South Carolina for a two weeks vacation. Guild Gayettes, frolic of Philly newspapermen, will be held at Penn A. C. on May 5.

Cartoonists Guild to hold its first anniversary ball Friday (9) at Webster Hall.

ster Hall.

anniverses, ster Hall.
Tommy ill southern sticks with string of own features and comics.

Nat Ferber's new one for Farrar & Rinehart called 'Exclusive Story,' a 1,000-page autobiog.

Henry Harrison to publish an anthology titled 'Contemporary American Men Poets' next month,
The People Against Norfolk,' novel by David Lamson, has been taken by Scribner's for publication, Morton Thompson's first, an expose of seven newspapermen around the

Morron Information first, an expose of seven newspapermen around the rim of a copy desk, called Hell Box. J. P. McEvoy doing added scenes in Chi of 'Shanghai Summer,' novel he started in Hollywood last fall.

Jim Tully's latest, written in si weeks, is a novel on the salvation racket called 'Half. Sister of the

Charlotte Seitli, p.a. for Simon & Schuster, sailing (14) for a six weeks trip to France, Austria and Soviet Russia.

& some weeks' trip to a Soviet Russia.

Isidor, Feinstein, itorial writer for the N. Y. Post, has written a book on the Supreme Court titled "The art Disposes' due out this month "for of the terms".

Albert McCleery, editor of the 'West of Broadway' department for Stage mag, has gone on a trip to cover 20 of the most prominent little theatres.

theatres.

Michael Fessier, producer at Metro, has sold two fiction yarns. Scribner's will publish 'I Can't Keep My Mouth Shut,' and Esquire has taken

Mouth Snut, and Charlie Chapli 'Sob Story'.

Max Eastman and Charlie Chapli being approached by M. M. publishers to do a big-time life of the comic. Jim Tully and Monte Blue did pre-Jim Tully and Monte Blue did vious book-length portraits of Cl

lin.

Janet Riesenfeld, who is doing 'I
Lived My Life at 21' for Bennett
Cerf, goes under billing of Raquel
Rojas, a Spanish dancer, when not
known as Hugo Riesenfeld's daugh

known as Hugo Riesenfeld's daughter.

Herbert Easton, once a lieutenant in British Navy and charged with inciting cannibals on Solomon Islands to rebellion and presumably killed, writing his story under title of Etonee' in Frisco.

Adelaide Kerr, fashion editor of the A.P., has gone to London to over the Coronation. Sigrid Arne, Washington feature writer, has moved up to New York to cover her berth while she is away.

American Newspaper Publishers Association will hold its 5ist annual convention in New York April 20-24. Members of the Associated Press will convene for a one-day session on the 19th and elect directors.

Walter Pitkin's latest effort to console those aged 40 and more is titled Careers After Forty. For material on such personalities he cites Guy Kibbe, Marie Dressler, May Robson, will Rogers, Carl Laemmle, Frank Russell and Samuels Hinds.

Kibbe, Marie Dressler, May Assemble, Will Rogers, Carl Laemmle, Frank Russell and Samuels Hinds.
Counter proposals of the Philadelphia Ledger management to demands of Newspaper Guid werevoted down at unit meeting last Wednesday. Negotiators were instructed to press for ori inal remests.

Wednesday. Negotiators were instructed to press for ori inal requests.

New York City Guide, in process of preparation by the Federal Writers' Project is nearing completion, but no publisher has been given the contract as yet. At least a dozen New York publishers are interested in having the book but no decision who will publish is expected for some time.

Random House will publish 'Miss Quis,' the Ward Morehouse play, tate this month. Firm will also publish Arthur Kober's play 'Having a Wonderful Time,' with an introduction by Marc Connelly, and 'The Amazing Dr. Clitterhouse,' by Barre Lyndon.

Albert Deane, in charge of foreign publicity for Paramount, is trying to cash in on the radio pop build-up of spelling bees with a book on the subject, just issued by Stokes. Entitled 'Spelling Bees,' book has number of lists and variatt how to conduct the contest.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Vaniery takes no credit for these news items; each has been rewritten from a daily paper.

Fast

Newsreel theatre in Grand Cen-ral terminal set to open May 3.
Maurice Levin, prexy of a de-sertment store, given the Manische-vitz Foundation medal for aiding in comotion of The Eternal Road. romotion of The Evernal Road.

Benefit performance of Red. Hot
nd Blue' at the Alvin Friday (8)
or the Actors' Fund.

for the Actors' Fund.

Zack Miller finally gives up his fight to retain his 101 Ranch. Lacks funds for further litigation. Last act in the old 101 Ranch Wild West

in the old 101 kanen Wild West Stow. George M. Cohan, Jr., who was pinched recently on a charge of drunk driving, exonerated in a magistrate's court last week and the charge reduced to making an improper turn, which cost him \$2.00 per the charge reduced to making an improper turn, which cost him \$2.00 per the charge of the charge of the charge with the charge reduced to the charge with the charge with the charge reduced to the charge with the charge with the charge with the charge reduced to the charge with the

with Men in White. Presentation April 9.

Jules Garfield to continue in Having a Wonderful Time until June. Able to set back Hollywood dates, which called for his departure next week. Rose, for long with the Warner Brothers play department, now general manager for 'Penny Wise.'

Cole-Beatty
Thursday when her costume caught fire from a candle. Treated for first degree burns, but went on with the show.

Brother Rat' cast entertained by the Town Hall cub last Saturday. The state of the show in the making. To run full length. CSS to 'establish a television station atop the Chrysler building if Federal Communications consents.

Mrs. Billy Rogers a gas suicide in Coney. Island last Friday. She trained the chimpanzee Snooky which was killed three years ago and still grieved over its loss.
Post office to crack down on radio contestants who send slogans, addresses and other written matter along with their wrappers as fourth-class mail. Writing requires letter postage.

oreses and other writers having with their wrappers as fourthdong with their wrappers as fourthdonating. Writing requires letter
Three sycamores planted on N. Y.
World's Fair site last week. Leaves
9,937 still to go.
Westchester Little Opera Co. did
Martha' last week with chorus of 60.
Theatre Authority, which collects
on all benefits, handed out another
\$10,000' last week. Goes to Actors
Fund, Jewish Theatical Guild, Episcon, and the still the still the still the still
found of Actors.
Cain's storehouse on the downheat. Reduced from six floors to
one because there's so little scenery
to store these days.
Mark Reed, who wrote 'Darling
Baughter,' back from Florida and
preparing to go to London to produce play there. held its first state
dinner menu composed of Maineproducts. To be followed by other
sectional spreads.
Playland, musical park at Rye,
N. Y. drew 1500 for its opening last
Sunday,
Benefit performance of 'You Can't

"Benefit performance of 'You Can't

neili and Alma Gluck, v.p. ; Frank La Forge; treas; Leo Fisher, sec. Gilbert Miller, back home Monday. Tells ship news men he had to pay \$19 in Paris for a shirt. Xenia Andre Cella, coloratura, suing Theo. Cella, harpist, for Flori-da divorce. Alleges he called her a TRussian Hoot Owl.

Coast

Robert Wyler, 36, screen writer, was found guilty of reckless driving by a L. A. Jury. He was given the alternative of paying \$50 or serving 15 days in jail.

Lois January, film actress, and Abraham Meyer, studio music supervisor, filed intention to wed in L. A.

Abraham Meyer, studio music supervisor, filed intention to wed in L. A.

Harry Hays, Republic studio electrician, recovering from injuries recived in a 28-foot fall at the studio. Wayne G. Allen, Metro music aranger, was sued for divorce in L. A. Wite seeks custod of the studio of the seeks custod of the

As the to set back Hollywood dates, which, called for his department, which, called for his department, now, general manager for Tenny Warrow Kenger and the property of the p

work on a picture after she had a physical collapse last year. She is now in a Whittier, Cal., sanitarium, the complaint states.

Several Hollywood studios are straight to the states of the straight with 20th-Fox having one definely, under consideration. Estate of Comfort, who died several years ago, consists largely of literary property which John Comfort, son, is attempting to dispose.

John Barrymore's schedule of liabilities list in a federal court action in LA. showed \$181,505, with assets reasonably worth \$261,597. It more than \$27,000 in more taxes and that he owes the county and state \$4,500 in excises. He a'o reported he owes his former wife, sold and Arthur Morris holds a mortgage for \$40,000 on his yacht. Creditors ranged from BLA. to New York and London. Blis included those of a mediane flora and a laundryman horse and a laundryman and the states of the state of th

Nitery Reviews

MINNESOTA ROOM

(Continued from page 56)

500 seating capacity was lied to the overflowing testimony to the Arnheim's pulling power. Even the big adjacent taproom was jam-

the overnowing-resultion to the Arnheim's pulling power. Even the back accept taproom was jam-harmen and the part of the part

CLUB BALL (NEW YORK)

Open six months now, Bali looks to stick among eastside intimate spots. Originally entertainment consisted of compact production num-bers, but this has been replaced by less expensive and fewer acts presented in straight vaude mode ing three brief half hours nightly It's good, light divertissement.

It's good, light divertissement, ifferent from usual m.c. snap, Chic Farmer's four-cornered job of m.c., host, singer and press agent for owner, Jim Moriarity, keeps him hopping. Somehow he manages to get: around between his floor to hit

him hopping. Somehow he manages to get around between his floor bits.

Although spot is small and easy to fill; all performers use p.a. system, it ital user being Gare Archer, rotund youngster, with a smooth, barione, voice. Does three song, with each showel Hertzen' are best, and the state of the state

Point Roger Steele's band furnishes dance music in standard fashion. Tempo is sometimes a little off for comfy gliding, but otherwise fills bill. Minimum prevails, as do stift prices.

Must Go Up

(Continued from page 3)

ensuing season, has been upped by

ensuing season, has been upped by 25% over the past season. Last fall the estimates were that the trade would spend approximately \$150,000,000 in production. Therefore it would follow that if the costs have upped 25%, the expectant final cost of production in the trade will aggregate close to \$180,000,000. Consequently, leading firms once again are to be found microscoping their manufacturing innards with a view to harnessi the overcost situation.

The big-time huddles in the major firms today, on the Coast and in the

The big-time huddles in the major firms today, on the Coast and in the home offices, is to devise means for maintaining quality while blocking the runaway costs. But what the final outcome will be remains to be seen. As nearly always, whenever it comes up, it resolves down to a question of manpower and the judgment of that manpower while supervising recting production programs.

ograms.
Whether concerted effort by the Whether concerted effort by the companies can be had to rein production overcosts is one of those things. Past records of the trade refute this possibility. However, the exchange of thoughts among leaders in the business with this common problem facing all, is expected to stir individual firms to some real effort to curb the rising studio overhead

head.

None of the many phases of film production is currently singled out for individual responsi ility for the high production costs. It's just a general situation.

Braddock's Bunkhouse

Chicago, April 6.

Coming heavyweight championship fight has the boys around town
scrambling to offer Jim Braddock
training quarters; but it looks as if
the scramble is about over with
Braddock's manager selecting the
Bon-Air Country Club as the spot
for his man to exercise and sleep.
Place is located about 25 miles to
the north of Chicago, was once a
private club, but in recent years has
been taken over by Tom Williams,
who has been operating it as a dine
and dance spot open all night. Chicago, April 6.

MARRIAGES

Friedl Harrer to Walter Straus, son of Oscar Straus, composer, in Linz, Upper Austria. Bride is daugh-

ter of owner of Ischl hotel, Linz.

Virginia Carroll to Ralph Byrd in Virginia Carroll to Ralph Byrd in Pasadena, Feb. 20. Both in pictures. Doris Gautherat to George Kananagh in Detroit, March 29. Groom is band leader; bride non-pro. Molly Lamont to Edward A. Belande, at Santa Barbara, March 31. Bride is a picture actress; groom is a TWA pilot.

Ouida Kellerman to Ralph Cedar.

Ouida Kellerman to Ralph Cedar, at Yuma, March 31. Bride is an English actress; groom is in the story department at Metro.

Mrs. Ghdys Levi to W. C. Calloway, in Hollywood, April 4. Groom is branch manager for Warners in Los Angeles. Bride was the widow of Newt Levi.

Evelyn Leindorf to Winfield Hoeny, at New York, March 31. Groom is a legit and radio actor. Bride is a non-pro.

Bride is a non-pro.

Sue Taylor Hammond, legit actress, to Paul White, CBS special events mgr., March 30, in Clarendon, Va. Couple sail for England April 13, Evelyn Hand- to Manly Danforth, April 3, at Yuma. Bride is a film

Jessie Royce Landis, legit actress, Jessie Royce Landis, legit actress, to Rex Smith, April 3, in New Haven. Groom is on News-Week ed-

to Rex Smith, April 3, in New Haven, Groom is on News-Week ed-itorial staff, Florence Taub to William P. Lips-comb, playwright and scenarist, April 5, in London. Bri is Amer-ican non-pro. Ann Glover to Earl Harper, March 30, in Los Angeles. Groom is pro-duction mgr. for Harry Sherman Piets. Bride is i still dept. at Par-amount. amount

BIRTHS

Mr. and Mrs. Isidore Freieng, daughter, March 30, in Hollywood. Father supervisor of Merrie Melodie cartoons for Leon Schlesinger.

singer,
Mr. Mrs. Mitchell Robbi daughter, April 1, in Chicago.
Mother was formerly Dorothy Lang,

Mother was formerly Lorothy Lang, dancer.

Mr. and Mrs. Jack Chertok, son, at Santa Monica, Cal., April 2. Father is an exec in Metro's short subject department.

AMBERS CHEERED BIIT LOSES TO MONTANEZ

By JACK PULASKI

Pedro Montanez got the nod over lightweight champ Lou Ambers at Madison Square Garden Monday (5), with the fans divided in their opin-ion as to the decision. Fight writers

ion as to the decision. Fight writers obtayed the win, not one giving it to Ambers but most others present thought Lou copped, and the cheers went to him, while the Porto Rican exited to the razz.

There hasn't been a noisier night at the Garden this season. West Indians are excitable people, and voluble. They soreamed when Pedio cntered the ring and after he mussed up the chamm in round one. Subseentered the ring and after he mussed up the champ in round one. Subsequently they raised the roof, but when the announcer raised their favorite's hand they were strangely quiet. They thought the kid lost, and the noise came from ringsiders including short-enders.

Even though it was not a event, the odds were on Montanez, and it looked as though the layers were right at the start. Pedro clipbed Lou with a left hook the

and it looked as though the layers were right at the start. Pedro clipped Lou with a left hook, the first punch of the match, and a sensational upset was possible. In the same round Ambers went down for no count after being hit with a hard body but he probably was off belance.

Again, in the third round, Montanez looked like the next champ, but by the fifth round Ambers had solved the Porto Rican's style and started catching up on the point score. It was not as exciting as the fans would have it, but the fighting was vicious.

started catching up on the point score. It was not as exciting as the fans would have it, but the fighting was vicious.

Al Weil, Lou's manager, crestfallen, but Ambers trotted to the center of the ring and laughed—the signal for the cheering. As the rowd walked out there were all manner of arguments, and the wuz robbed' line was echoed.

There is little doubt that Montanes slowed up after the half-way mark. The solid punches in close that made him look better than ever before were lacking. He apparently can sock harder than Lou, but they were even on courage. Ambers took plenty of wallops on the kisser, too, but, except for that first hook, never-wavered. He is a great deal more sturdy than he looks. Too bad he is no knocker-outer.

Talk after the fight pointed to a return match, next time for the title. But there is a little Coast fighter, Henry Armstrong, in the picture. Hank is a natural featherweight, but has a chance at either contender in the ring Monday.

There never were more cops inside and out of the Garden, They had been told that there would be a big crowd, and half the West Indian population of New York seemed to be on hand. Once, when Pedro performed at the Garden, they threw things from the gallery, but nothing happened this time, and the swarthy citizens expended their energy yelling for Pedro.

Some of the Ringling show rigging was already in position, circus opening Thursday (8). No fights at the Garden until May. With the Beatty circus quitting the Hippodrome, fisteur's suiting he on the schedule again.

Wiring Yankee Stadium For Sound; Ruppert's Idea

For Sound; Ruppert's Idea Col. Jacob Ruppert is considering installation of an amplifying system at the Yankee Stadium, N. Y., this season. He's now dickering with Morris Legendre, who put similar systems at Belmont Park, Palmer Stadium (Princeton), Tulane, and just completed an \$8,500 one at Louisiana State University, Job at the Yankee Stadium would run between \$8,000 and \$15,000.

Would be the first big league ball park to be wired for sound.

No Dice on Dogs

Detroit, April 6.
For the third time in four years, it appears the can has again been tied to dog racing in Michigan. Everything seemed rosy two weeks ago when the state jouse emphatically okayed the Ward-Stout bill liberal-

okayed the Ward-Stout bill liberalizing racing rules to permit 10 dog tracks in the state.

Last week, Lieut. Gov. Leo Nowicki detoured it to the senate judiciary committee instead of the state affairs committee, which Promoter Floyd Fitzsimmons, associate of Jack Dempsey, had assiduously cultivated to report it out favorably. The austere judiciary committee admits the bill is not to its liking, and that no action is likely.

Broadway

Dick Fishell back from Fig. George Hamid in Bermuda. Doris Nolan off for Cuban cruise. Nick Lucas doing jury duty in Jer-

y. Blackstone Agency into the radio Edmund off to Europe for a vacation.

Dan Mulvey fractured ankle while

Dan Mulvey fractured ankle while laying squash.
ina Ray Hutton to Bermuda and a three-week vacash.
Leon (and Eddie) Enken back from Haiti vacash.
Frances Reinhart is stage managing 'Curtain Call' troupe.
Doc Londes, Philadelphi cafeman, visiting Broadway free that the contribution of t

Visit, Oscar Liese, of Broadway Camera Exchange, leaves for Hollywood this

Nonange, leave yeek. Helen Bush from legit stock doing eads in WMCA's Through the Stage r.' om Brooks, radio ed of N. Y. ning Journal, father of boy this

Evening Journal, father of boy this week.

Mother and sister of Hildegarde, NBC sustai ing ace warbler, in town visiting
Joey Keith's father struck by mo-

Mother and sister of Hildegarde, NBC sustai ing ace warbler, in town visiting
Joey Keith's father struck by motor car and taken to Roosevelt hostial, Sunday (4),
James Montgomery Flagg, artistical sunday (5),
James Montgomery Flagg, artistical sunday (6),
Ken Nichols in town with the Mitchell-Durant unit, which is being revised and recast.
Elaine and Barry from the Park Central making a short for Universal; they're dancers.
Bill Fleids leaving 'White Horse H

onened a booking agency in Strand Bldg.

Brock Pemberton, with three shows running on Broadway simultaneously, has no p.a. for his productions.

A. P. Waxman flew to the Coast Monday (5) in connection with theatre campaign of Will Rogers Members of the Will Rogers of the Will

Detroit By Pete Wemhoff

Variety club fetes chaplains.

'Smiling Ed' McConnell buys resort home near Elk Rapi Mich.
Contemporary
'Eury The Dead' for showing early

open their Brass Rail nitery on Michigan avenue next Wednesday

Michigan avenue next wednesday (14).
Nelson Eddy to give concert April 16 in Masonic Aude; originally slated for Feb. 15, but lelayed due to Ed-dy's illness.
Mme. Amparo Navarro, planist-sister of Jose Iturbi, to make Ameri-can debut here early in May at Orchestra Hall.

Sydney

Wirth's Circus in Sydney. Charles Munro to Melbourne. Herbie Hayward on the sick list. Stuart Doyle back from Adelaide. British Empire Films may move to

British Empire Films may move to new quarters.
Williamson-Tait will revive 'The Merry Widow' in Sydney.
Frank Neil shortly due to take another trip abroad for acts.
Neon-lit road signs for pic houses going up on the main highways.
Cinesound readying start of 'Lovers and Luggers. Unit is just completing Tail Time.'
Frank Neil short of the Sydney.
Ralph Doyle, RKO local boss, throwing parties for Phil Reisman. Latter quits here March 31.
Hoyts opening two new nabe the attest his week in New South Wales and Victoria. More to follow.
Cinesound's 'It isn't Done' got away to a capacity start in Sydney. Regarded as the best b. o. local to dare the start of the start

Paris

Mireille at the Bobino.
Louis Verneuil in Nice.
Lillian Ellis back in Cannes.
M. B. Mills in from London.
Olive May in from New York.
Arthur Bernede, writer, dead.
Meg Lemonnier cocktailing friends.
Eernadette Dugue in from Brussels.
Talk of postponing the expo openng.

ing. Gerald Mass recitali alle

Gerald Mass recitali
Chopin,
Rene operated on for appendicitis.
Gitta Alpar over
Radio-Cite.
Raquel Meller back from a Cote
Radio-Cite.
Rapuel Meller back from a Cote
Belgian Pavillion for the expo the
first finished.
H. M. Warner in from Geneva: ith
Sam E. Morris.
Guitry givi for
Famete Zacconi.
Cirque d'Hiver featuring a cowboy
and Indian show.
Helena Greasley
the Company of the Copera-Comique.
Pils and Tabet top the bill on the
new Empire opener.
Opera-Comique.
Pils and Tabet top the bill on the
new Empire opener.
Opera-Comique.
Tyvonne Printemps scheduled to
give a recital at the Salle Pleyel.
Josephine Balker planning a revue
for the cited at the Salle Pleyel.
Josephine Balker planning a revue
for the cited at the Salle Pleyel.
Josephine Balker planning a revue
for the cited at the Salle Pleyel.
Josephine Balker planning a revue
for the cited at the Salle Pleyel.
Jes Mrat anning at the Salle
Serre Lifar dancing at the Salle
Pleyel in a recital commemorating
Pouchkine.
Jean Murat signed for 'Manon 226.'

Serge Litar dancing at the Source Pleyel in a recital commemorating Pouchkine. Jean Murat signed for 'Manon 226,' which Raymond Bernard is making

oben marta supported for marini 250, which Raymond Bernard is making with Morie Dubas.

Joris Ivens in from Soain: where he made a short on the lives of permitted to the lives of permitted the short of the lives o

London

Fanny Holtzman here. Jack Connelly due here.

Mrs. Paul Holt in a bad motor smash.

smash.

Georgie Wood back from South

Africa.

Bob Garr, Will Mahoney's manager, in hospital.

Milk bars sprouting like mushrooms around town.

rooms around town.

Glenda Farrell here, accompanied by Frances Waverly. 'Post Road,' American play, set for St. Martin's theatre, April 8.

Bert Firman underwent examition in bankruptcy, March 22. Nat Ross and Mrs. Ross back to America after eight months here. 'The Frog' celebrates its first an-niversary at the Princes theatre,

America State eight months here.

The Frog celchrates its first anniversary at the Princes theatre, April 10.

All. Paris restaurants clamoring for American bands for the Exposition season.

Marquis de La Falaise recuperating in the South of France minus his appendix.

Flora Robson will appear in a revival of Anna Christie at the Westmiller theatre.

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Flora Robson will appear in a revival of Anna Christie at the Westmiller theatre.

Bull Bolton, British Broadcasting.

Corp. talent scout, seriously ill after an internal operation.

Vagabond King revived at the Coliseum, with Harry Welchman scoring in the title role.

Jack Hylton on a fruit juice diet for a week, to lose weight he picked by the control of the control of the pre-for a Queen's Hall concert May 27, to be followed by a provincial tour.

Parents of Luise Rainer over from Austria for the Palace premiere of The Good Earth, on March 24.

Julius Hagen again in the picture producing business.

Starts a new one to the control of the premise of the producing business.

producing to the control of the cont

now set till the end of July or early August.

Hal Menken formed his own seven-piece band, with Charles L. Tucker, building a vaudeville unit around him.

Tucker, building a vaudeville unit around him.

The son. Rushed booking on getting word that her father is ill in Philadelphia.

Robert T. Kane to do a film test of Cinda Glenn in three weeks, which will be shot to 20th Century-Fox on the Coasa and Shirley Richards and Grand and Shirley Richards and Canada.

Billy Bissett and his Mayfair hotel orchestra broadcasting for the BBC April 30, will be relayed to America and Canada.

Take do the street of the West End in four successive weeks.

Robinson and Martin playing three spots in one week, Savoy hotel, Charles Cochran's Trocadero cabaret and Holborn Empire.

Charles Cochran's Trocadero cabaret and Holborn Empire.

To the Cochran's Trocadero cabaret and Holborn Empire.

To the Standard of May.

Russell Muth, European director for Sox Movietone News, in town to discuss Coronation plans with Gerald Sanger and Tommy Scales.

Bert a merican rights for local show in which Cliff Fischer wants to star Cinda Glenn on Broadway.

Madeleine Carroll has invited 50 poor children to her Piccadilly flat to view the Coronation procession. Her husband will act as bost. Long to the coronation with Eoch Kandard Cineadous with Bob Kane. And the procession of the Coronation procession.

Eric P. Strelitz, representing Cinesound, Australian's picture.

Orphan of ordinard grandstand for kind ordinard a present on the continent taking outdoor shots for Luwrence of Arabia, which Kane is producing in conjunction, with Bob Kane. and at present on the continent taking outdoor shots for Tawwence of Arabia, which Kane is producing in conjunction with the liness of Elisabeth Bergner orior to her appearance in The Boy David. Two postponements are estimated to have caused a loss of \$75000.

some a permanent fixture, the first garden of its type in London hotsles.

Jim Mollison, English ace flyer, has a play about flying, with a bank roll in the bag, and intends to launch roll in the launch roll in

made final arrangements with K. Harrison, Technicolor's local chief to import technicians and Hollywood experts. Not yet decided whether films will be made at the Korda studios or Amalgamated, in course of construction by Paul Soskin at Elstree.

Berlin

'Etappenhase' on over 140

Etappenhase' on over 140 stages.
Stagma huddli last year's report.
Exteriors begun on the Riviera for Tobis' Conflict.
Walter Franck contracted with Ufa for Starke Herzen.
Franz Weihmayr, the camera man for Molf Alba-Reity the pair with La Jana in the next Georg-Jacoby pic. Paul Scheinpflug, musical director and conductor, died suddenly from flu.

flu. Lucienne Boyer due for a one-week stand at the Kurfuerstendamm Lucienne Boyer due for a one-week stand at the Kurfuerstendamm Komoedie. Erich Engel to irect Shake-speare's 'Coriolanus' at the Deut-sches Theater Philharmonic, batoned stong and the properties of the many and the properties of the Richard Revy finished new com-edy, 'Kitty' to be premiered at Bre-men and Munich. Ther Sturz des Ministers,' the tag for E. W. Moeller's new play, to open in Leipzig in April.

men and Munich.

Der Sturz des Ministers, the tag for E. W. Moeller's new play, to open in Leipzig in April.

Night Must Fall: current production at the English theatre, pleasing the ten and the ten production at the English theatre, pleasing the ten in the play the ten in the play the ten in the

Pittsburgh By Hal Cohen

Joe Shuman, Post-Gazette's city ed, felled by the flu. Pittsburgh Playhouse season comes to end Saturday, night (10). C. J. Lattas home again after a month in Miami and Havana. Wife of theatre manager Frank Roberts painfully hurt in auto crack-up.

Minneapolis By Les Rees

Al Jacobs new Columbia assistant booker.

Brother of Margaret Cragi of RKO office staff passed away.

Hy Chapman, Columbia branch manager, in Chicago for sales meet-

Hollywood

ric Blore p.a.'ing in Fri Mike Marco to St. Louis and N. Y. on biz.

Margot Grahame bedded with ap-pendicitis.

Margot Grahame bedded with appendicitis.

Eve Unsell writing scenarios for industrial films.

Green and Kathleen More and State and Kathleen Lockhart sunning at Palm Springs.

Mary Simkins, Sam Katz' sec, left on a European vacash.

Gale Sondergaard has gone for a home at Malbiu Beach.

Tom Weatherly is here ogli talent for his next Broadway play.

Sidney Howard here for short time confabbing with David O. Selznick.

Margaret Tallichet, under contract to S-I, is studying dramatics in N. Y.

Tom Waring ducked Brother Teeds troube for a couple of concert.

G. Constantin Bakalei ikoff underwent minor surgery at the Cedars of Lebanon.

Manuel del Campo, Mary Astor's spouse, on the Selznick-International writing staff.

Spencer Tracy entering the Good Samaritan hosp this week for a tonsilectomy.

Robert Knowlden moved his

Spencer Tracy entering the Good Samaritan hosp this week for a tonsilectomy.
Robert Knowlden moved his agency from Hollywood and Vine to the Sunset Strip.
William Slavens McNutt closed his office at Hollywood and Vine. He's writing at home now.
Dean Dorn, Metro publicity writer, has gone to Mayo Bros. hospital in Minnesota for observation.
Canova family, Judy, Anni and Zeke, arrived from N. picture work at Paramount.
Edward J. McNamara plans on N. Y. visit before doing part in the Company of the

monogonery recovering than appendix operation at the Good Samaritan.

Gertrude Niessen, singing at the Chez Paree in Chi, will go on to Detroit for the opening of Us 'Top of the Town.'

Charles P. Skouras headed group of F. WC home office gang to Frisco for few days' powww.

Charles P. Skouras headed group of F-WC home office gang to Frisco for few days' powwow.

Erwin Straus coming from Viennathis month to Join his parents, Mr. and Mrstocker Straus avacash in Charles Man for Samuel Goldwyn.

High Herbert stepped out of Warners' Ever Since Eve' to undergo operation, with Francische Goldwyn.

Counters Bogousjan Mrstocker Operation and Francische Courses of Farticles on American films for Le Film Artisti Francis.

Alexander Kable Vatharine Mrs.

American films for Le rum. American films for Le rum. Alexander Kahle, Katharine Hepburn's still fotog films for Samuel Goldwyn's The Hurricane. Ken McCaleb. Sunday ed of the N. Y. Mirror, has returned east after working in the studios for three weeks on color page layouts.

Chicago

Don Hancock battling the flu. George Watson now a blood donor. Irving Mack new CAPA treasurer. Stan Thompson back at WBBM,

George Watson now a blood donor, Irving Mack new CAPA treasurer. Stan 'Thompson back at WBBM, after flu.

Sandra Karyl setting for Warner screen test.

Jack Fulton visiting Paul Whiteman, his old bess.

Felix Mendelssohn back at Metro after a winter cruise.

Dick Elpers, CBS, readying for a trek through Mexico.

Charlie Kallen, song writer, very ill in County hospital.

Carlton Kelsey selecting Chicago Charter Jubilee song.

Joe Sherman a loop flash with a load of new spring haberdashery.

Frank Snell, v. p. Condor, meeting George Hrilman, president, here for conference.

Courtenay Savage taking three hours daily leave from hospital to produce his Cactus Kats.

Joe Estes, former publicity chief for Saenger in New Orleans, now promotional sales manager for Filmack, Trailer here.

Palm Springs

Helen Kane recuperating from the

flu.

Adolphe Menjous plan on building a home in Chino Canyon.

Cornelius Vanderbilt.

Phillip Wylie resting here.

Phillip Holmes with Libby Holman on his arm. Cole Porter here.

oo. Frank Morgan's son, George, rated his 21st birthday at

Frank Morgan's son. George, brated his 21st birthday at Dunes. Edwin Silverman and Sidney Scigel of the Essaness Theatre Corp. in Chi, suntanning. Cliff Reid, RKO producer, visited with Lord Castlerosse, representing several British papers.

O UNIONIZE OUTDOORS?

LION GETS FIRST ARDOMINAL OP: DIES

Charlotte, N. ., April 6, The sort of thing that press age dream of happened here during the week.

A lion belonging to Loraine Wallate's act, featured with the Sheesley Midway, carney wintering here, got to a meat supply three weeks ago and ite it. And then, because it was spaked with blood, also ate the several yards of canvas in which the meat was wrapped. The canvas lodged in her stomach several tightly-packed wads. Three weeks of effort failed to dislodge them so Miss Wallace and Dr. I. T. Lewis, Charlotte veierinarian, decided on an operation. to a meat supply three weeks ago

eration.
Thechess, the cat, was put to sleep with hypodermic injections. Asleep, the first known abdominal operation on a lion was performed. A gallery of news men and photographers was on hand and WSOC, local radio station, stayed on the air for an hour and a half, with a slit by slit and stitch by sitch account of the event. But while the operation was a decided success for the carney, it was a flop for Duchess, who died two days later. The veterinarian said her weakened condition that followed three weeks without food caused her death.

Barnes-Floto Top Take On 2: Week Coast Start

Hollywood, April 6.

Topping all previous attendance records on first two weeks of the season, Al G. Barnes-Sells Floto circus yesterday (5) inaugurated a three-day stand at Wilshire and Fairfax; following its seven-day stand downtown last week.

stand downtown last week. Circus heads north from here for its annual trek through the northwest and then east. Howard Kane has replaced Cliff McDougall on the advance press, latter having resigned to go into another business.

Missouri Shows 'Em

St. Louis, April 6. Gov. Lloyd Stark has signed bill creating commission to arrange for a Missouni exhibit at New York's World's Fair in 1939.

World's Fair in 1939.
Commission is authorized to arrange an exhibit showing natural resources, scenic beauty and industry and commerce of state. It is estimated close to \$250,000 will be spent.

Gibson in the Ring

Wallace Bros. circus, after win-fering near nere at York, S. . , will open the season April 8 at York. Feature attraction this season will be Hoot Chipsin

be Hoot Gibson

MUMPS HITS QUADS' DEBUT

Detroit, April 6.

Mumps ruined pro debut of Morlok quadruplets Detroit's Little World Fair, current at Convention Hall.

Hall.

Top-billed along with Tito Guizar, tenor, the T-year-old Lansing (Milch.) girls were slated to open at big exposition last Friday (2) but, due to illness of one, only two of quadruplets were able to appear in show. Fourth member of dancing-singing act had been slightly ill and seared she was taking down with mumps too. If doctors ofte move, remainder of quadruplets are to enter act early this week. Exposition runs through April 10.

Sit-down strikes hereabouts is keeping attendance down at the third annual exposition, but gate is expected to be sufficient to warrant continuance next year.

Lifts the Soak

Washington, April 6.
Waiver of tariffs on exhibits for second edition of Texas exposition has been approved by President Roesevelt, paving way for continued participation in 1987 version of the Lone Star State centennial by foreign countries foreign countries.

Resolution extending for one-year Resolution extending for one-year the no-tan'd provisions of last year's enabling legislation went through Congress without objections, al-though fight has started over propo-sition to spend balances remaining from 1936 U. S. appropriation.

Played to Plenty

Tacoma April 6.
Playing to ever 20,000 during two
weeks here in downtown building at
19-30c. World's Fair Museum reported this town one of best stands
and promise of return date.

DUNK APRIL 25

BUNK APELL 25
Galvesion, April 6.
April 25 designated Spiash Day,
official opening of beach season.
Carlos Ippolite, beach association
head, arranging program of events.
Rosella Werlin, well known newspaper woman, appointed publicity
agent for city by chamber of com-

New Carney

Greenville, S. C., April 6. The smell of fresh sawdust was back in Greenville this week with the opening of the new Tinsley carnival under the sponsorship of local Disabled American Veterans.

Carney, a new outfit, operated by John T. insley, is set for 10-day

S. C. Fair Prexy

Spartanburg, April 6.

J. P. Moon, Newberry, has been named president of South Carolina State Association of Fairs. Organization seeks to provide various regulations and cooperative features.

Theatre Sit-Ins

(Continued from page 7)

I. A. has obtained jurisdiction ever II. A. And obtained jurisdiction of ver-affl workers in the picture business down to theatre porters. This author-ization of jurisdiction automatically shuts out such a union as the Ele-vator Operators and Service Work-ers which successfully pulled a strike in apartment and office build-ings a very arg. ings a year ago.

ings a year ago.

General unrest between capital
and labor, plus sit-down and other
methods which have labely sprung
up, has theatne men everywhere
ruch concerned about the future but
none can predict what might happen
this summer, or for that matter, at
any moment unions start making demands. Contracts are ordinarily on
a one-year basis from Sept. 1. Nesettictions for memora are usual or a one-year basis from Sept. 1. Ne-gotiations for renewal are usually begun early in the summer so that settlements can be reached in time

settlements can be reached in time for Labor Day.

Seriousness of sitstrikes, in the absence of settlements to the satisfaction of unions, is obvious, as "would make it virtually impossible for a theatre to operate. In Greater New York, operators barricaded themselves in the booths of theatres in the Lawrence Bolognino and Ben Sherman circuits until they obtained demands made upon these chai "Grievance was reported to have revolved around efforts of the two circuits to place operators on the Allied scale instead of retaing them 906 members) at the 200 rate. In both cases the operators won out.

Circus Routes

Week of April Ringling Bros.-Barnum & Bailey

Al G. arnes-Sells Floto Salinas, Cal.: 12; Santa Modesto, 14; Bakersfield, 16; Vigeti

WOULD TAKE IN ALL BRANCHES

Ride Mechanics, Billers, Agents, Barkers, Sideshow Personnel in Cir-CHRES

CARNIES ALSO

By BILL RICE

Phoenix, Ariz., April

It is said that the American Fed. eration of Labor is about to attempt to unionize the circus and carniva employees. That is fine nide me chanics, talkers, agents, billers, freaks and performers the shows and those used as free attractions. This of course, would be applied to parks, piers and irs. As far as the car-nivals are concerned the only card men are the electricians and billposters. This applies to circuses and their musicians in most cases. It would seem almost impossible to put across, but look at the motion picture studios that are now unionized almost 100%. Just a few years age 'it could not be done, as they sai Los Angeles was an open shop town, but the fact nemains they did it.

With the wide spread of the unions the past few months in every line of labor, it could be made to stick in cities of any size. Small towns with small shows could get by, as they would have no local support. I have written to both Green and Lewis to

written to both Green and Lewis, to find out if there is anything to it.

Just received a letter from the Human Trio now living at East Chicago, Ind. They, at one time, were one of the top keyele acts in the business and featured a bicycle race on tread mills for a finish that really made the audience stand up and cheer in theatnes, circuses and grand treat. cheer in theatres, circuses and grand stands. They now operate an elab-orate sound advertising truck which is booked with the Cole Circus for the Chicago date. Flop Millman of the famous Millman Trio of wire walkers has been visiting them.

Tough in Arizona

Truck shows wintering in Arizona are all on the road and have been having a merry battle for dates. Howe's Great London Circus, Barney Brothers and Sam Jones Circus. Business has not been so forte as the weather has been sold and disgreeable and it would seem they are all too early in their march north. The carnivals have fared somewhat better as their audiences don't have to sit down. State Fair Shows, Zellowstone Shows, Whales' Shows, Yellowstone Shows, Whales' Shows all Shows, Yellowstone Shows, Whates' Shows and Brightway Shows all within 200 miles of each other and following each other in mary, spots, Miami has had 3 carnivals and one circus to date. Phoenix has had 2 circuses and 2 carnivals and one to come. High prices for copper, wood, beef, lambs and lettuce have put the state in wonderful shape. Picture houses are momping up.

state in wonderful shape, Picture houses are mopping up.
Arizona, with its strict laws for tourists, is surely doing itself great damage and the business men are up in arms, since the Southern California Automobile Club and the Chicago Motor Club are advising tourists to route themselves north to dodge Arizona and New Mexico. The blasts the Chicago Tribune and California manys have been giving the blasts the Chicago Tribune, and California papers have been giving the State is being idely talked about in all commercial clubs and the newspapers. The tax on trucks has been the highest i the U. S. for some time.

State Fair Shows has a new weeding. "Sething Beauty, Wedding."

State Fair Shows has a new wording, Bathing Beauty Wedding, bridesmaids, flower girls, train and ring bearers all in bathing suits as well as the couple. It is preceded by a Bathing Beauty Style Revue sponsored by a local merchant. Should draw.

Rose's Piece

Charlotte, N. C., April Charlotte, N. C., April
The story is getting around
that when the Governor of
North Carolina conferred with
Billy Rose with the idea of getting the producer to take over
the proposed North Carolina Exposition, an interviewer asked:
"I suppose you will want your
usual fee, Mr. Rose—a piece of

'Ch no,' Rose explained. 'My usual fee—a pi of North Carolina.'

Tokyo '40 World Fair May Be Threatened By Shortage of Money

Tokyo, March 21.

Committee in change of the Inter-national cape to be held here in 1940, received a setback in their plans because Dist appropriated only \$1,680,080 as the government share of the propert

As this is \$8,400,000 short of the mount expected from that source, the committee will have to dig up nore coin elsewhere.

more coin elsewhere. Diet action has caused a revival of the plan to hold national lettery, previously nixed by the police. Certain committee members think they may get by police interference by calling it some other name.

R. & C. ON TREK

Carney Carries Merchants Expo as Squarer for Locals

Atlanta, April 6.

Atienta, April 6.
Rubin & Cherry Exposition, which has been holed up here, will shove off Thursday (8) for Tuscaloosa, Ala, where it will upon Monday. Expo is moving on 40-car train. Bubin Grubeng expended \$50,000 refurbishing his equipment during winter.

Second date will be at Gadsden, Ala, 46lbowing which canney will make the long jump morth to Decatur, III. Itimenary from that point on has not been determined, due to switched dates. Show will be out 32 weeks, cover 40,000 miles, and hop back into Atlanta last week in August to play 80-day Southeastom. Fair and Centennial Celebration.

Personnel numbers 610 and is expected to increase to 250.
Teatured this year will be Merchants' Exhibition in 60x120 tent, containing 20 booths. This is designed to break down antispathy against carneys usually found among merchants. National advertisers will be tied up, cooperating with merchants, to whom booths will be rented. This tent will be air-conditioned and, if it works, Gruberg expects to cool all his tents next year.

Great Lakes in Pitts.

ittsburgh, April 6.

ittsburgh, April 6.
Cleveland Great Lakes Expo set to make a big play for trade in and around Pittsburgh this summer. With that in view, expo committee has named couple of, ex-newspapermen, Jack Hollister and Bob Hughes, now running their own publicity affice locally, to steam up, the citizens in these parts.

these parts.
Hollister and Hughes are concentrating only on Pittsburgh newspapers and small-town sheets ithin a radius of 50 miles from here.

Good Idea 1f-

Li

Li April 6.
irst fence was hopped this week
by the State Fair to get around to
refinancing the \$250,000 bond issue
on the grandstand which currently
draws 5½% interest. Unicameral
legislature passed a bill, at Governor Cochron's request, to allow new
issue bearing 3%. New issue will
save, about \$5,500 annually in terest

terest.

Big hurdle is still left, however, since it's the governor's idea to have the new issue purchased by the state educational and land funds, and the educators are raising a howl.

RINGLING SHOW READY, DELAY **MAY HURT**

With Brothers-Clyde Beatty circus in its than week at the Hippodrome, the Ringling Brothers-Bannum and Balley outfit arrived Sunday (4) from the Sanasita winter quarters and is rondying for debut at Madison Square Ganden Thursday (6). Because of a championship hockey context. Tuesday night the big top was handionpad in prepring up the enema, but most of the stack was spotted in the Gardenis lower level.

Reports point to the best advance sale the Ringling show has had in seven years. Brothers-Clyde

seven years. Sime it is understood the Ringlings and the Garden are playing terms. Heretofore the circus ented the Garden, rate being re-ported at \$5,000 daily. Date calls for a 50-50 split on all over operating ex-penses. Cole-Beatty also played pera 50-50 split on all over operating expenses. Cole-Beatty also played percensage at the Hipp. Reason for the Ringling deal with the Carden came, as the result of the big show being shut out during Easter week, which is the big cein period of the armud engagement in New York. Hockey playoffs for the Stanley Cup, pushed the circus opening back. Ringling show has grossed between \$20,000 and \$250,000 during Easter week in previous appearances.

That period, last week, was easily the best for the Beatty outfit, takings at the Hipp bettening \$60,000. Three performances daily were given, afternoon performances being strongest as expected during the school holiday period. Planned to distribute cut rate slips for the final week. Same is reported for the Ringling show's first performances.

Ankrum Again Directs Ramona, Calif. Pageant

Hemet, Cal., April 6.
Morris Ankrum has been engaged to direct the 14th season of 'Ramona,' outdoor play of early California which will be given six times beginning April 17. He directed the production lest wear.

ming April 17. He directed the production last year.
Heading the cast of 250 in the 1937 presentation in Ramona Bowl, near here in the San Jacinto mourhains, are Victor Jory and Jean Inness. Lloyd D. Mitchell, general manager, is liming up damoevs, singers and miscellaneous groups.

Circus Act Shortage

Circuses are going to face the possibility of running rather dry on acts this coming mid-summer, due to many turns deserting the canvastops on July 15, when the fair season starts.

Unprecedented number of acts are commencing the circus season with contracts that expire in July, in order that they may play the fair time. The thrill turns prefer the one-week and longer engagements to the overnight; turns necessitated by circus routing.

Annually, there are numerous acts that drop off canvas-top rosters when fairs open, but mumber has multiplied alarmingly this year due to the upped fair budgets.

C. I. Gets Johnson

Jack Johnson booked for 20 weeks, starting May 15, with Sam Wagner's Concy Island, N. Y., side show. Colored ex-champ will lecture and peddle.

ilty Jackson set the deal.

60 Days of Racing

West Virginia State Fair race tack here, idle for several years, has been leased for five years by an eastern syndicate, represented by former Congressman Ben L. Rosenbloom of Wheeling.
Two 30-day raci cets a year will be conducted.

OBITUARIES

EMILE PATHE

Emile Pathe, president the athe-Marconi Co., French manuacturers of radio equipment, died

Pathe-Marconi Co., French manufacturers of radio equipment, died April 5. in Pau, France.
With his brother Charles and two others he founded the firm of Pathe Freres in 1898, making motion picture projection machines and cameras. The brothers were also the first to make newsreels. They invaded the United States in 1904, establishing a studio in Hoboken. The concern was later changed to Pathe Exchange and in 1935 was reorganized and taken over by RKO.

ANNA LAUGHLIN
Mrs. Dwight V. Monroe, 50, the
former Anna Laughlin, diminutive
ic opera prima donna and vaule
ville actress, committed suicide in
her apartment March 6. She was
the mother of Lucy Monroe, radio
inger on NBC.
She won her

the mother of Lucy Monroe, radio inger on NSC.

She won her greatest success as the featured player in The Wizard Ozduring its long run at the Ozduring its long run at the Control of the World of the Wizard Ozduring its long run at the Ozduring its long its long run at the Ozduring its long its long

LOUISE WAKELEE ELLIOT
Louise Wakelee Elliot, 63, widow of Arthur Elliot, English actor, and herself active in the theatre for more than 30 years, originally in legitimate and more recently in the community and college field, died of pneumonia, March 30, at Futnam Memorial Hospital, Bennington, VI. Mrs. Elliot and her late husband retired from the stage in 1923, to make their home in Bennington. Desides participation in local stage production, both directed plays, Conti ing this work after her husband's death, Mrs. Elliot staged productions at Bennington College and at Williams. College for Cap and Bells.

She took part in a presentation of 'Nine Pine Street,' by the Bennington Theatre Guild at Bennington College only a few weeks ago.

JAMES McDUFF

James McDuff, 74, who had been on the stage more than half a century, died in Bay Shore, L. I., March 31. He had been a guest of the Percy Williams home at East Islip.

He supported Lizzie Evans in Frogs Ferry, was with the late Bobby Gaylor for several seasons, and in the long run of 'A Trip to Chinatown,' at the old Madison Square theatre. He had also played with George Monroe, Donelly and Girard, Rose Melville, and was with Mrs. Thomas Whi in her vaudeville engagements. is more recent appearance was The Eyes of Youth, with Marjorie Rambeau.

The body was taken to Providence, is birthplace, for interment.

is birthplace, for interment.

EMMELINE GAUTIER

Emmeline Gautier, 72, equestrienne and ife of Leonard Gauti equestrian, died at her home, Fan-wood, N. J., March 30. Her husbaud is now in England working a performing dog act, but for many years they doubled in a bareback act, first appearing in America with Barnum & Balley, later playing other circuses and vaudeville dates. They came from France, both belonging to old circus families, and for a time her husband had his own circus on the continent. Two of her brothers have stage acts, Arsene, of Paris and Alf Loyal; of Loyal's dogs. Three sons, Arsene, Harold and Honore, all are professionals. She survived by five grand-

WILSON KAY WIEAND
Wilson Kay Wieand, 23, well known on the stage as a singer and dancer, and in recent years, a professional roller skater, who was one Adron

of the 20 members of a professional roller skating troupe killed when their bus was wrecked near Salem, Ill. was buri at City Cemetery, Alliance, O., following funeral services at Sharer's funeral home there, March 28.

Wieand was a former resident of Alliance, but in recent years, had been making his home in Chicago. His mother, four brothers, and two sisters survive.

GABRIEL SIGNORET

Gabriel Signoret, 64, died in a Neuilly (France) nursing home following an operation for appedicitis. When he was 20 Jeanne Grainer, engaged him and brought the young actor to Paris where he began along successful career. He made his cinema debut in the silent days appearing in 'Bouelette' and 'Le Reve.' Of recent productions he had outstanding parts in 'Veille d'Arme, 27 Rue de la Paix, and Les Hommes Noveaux,' in which he played three parts.

CORAM

Coram, (Thomas Coram-Mitchell), famous ventriloquist, died in West London Hospital, March 25, having a relapse following an operation. He made a hit in America when he first toured there in 1902, and kept his popularity ever si on both sides of the Atlantic, For 30 years he had been a performer, starting in concerts and circuses, then developing his ventriloquial act with his doll 'Jerry', Survived by wife and two sons.

OSWALD WILLIAMS
Oswald Williams, 56, famous illusionist, and vice-president of the
Magicians Club, died of heart failure
at his London home, March 21. He
started "stage magic in 1906 with
the late Julian Wylie, and for years
was associated with Maskelyne's
Mysteries. He retired two years ago.
He played America for Keith circuit, as headliner, in 1911, and had
appeared all over the world. Survived by his wife, Rae Warwick,
who had supported him in his work

EDWARD LAEMMLE
Edward Laemmle, 49, film director
and nephew of Carl Laemmle, died.
in Beverly Hills April 2.
Born in Chicago, he entred the
picture field in 1916, leading an expedition to the South Seas. 'He was
with Universal for nearly 20 years,
and directed, among others, 'Cheating Cheaters,' 'Man, Woman and
Wife,' and 'The Drake Case.'
Widow, Peppi 'Heller Laemmle,
and two daughters, survive.

HARRY L. LEAVITT

HARRY L. LEAVITT
Harry L. Leavitt, 85, former actor
and booking agent, died in Hollywood March 30. Before going into
the booking business, Leavitt was
a member of the vaude troupe of
Morton, Leavitt and Allen and before that was with the McIntyre
and Heath minstrels.

He is survived by brother

He is survived by brother, Charles L., of New York, and a nephew, Al Haagen of Los Angeles. His wife died four months ago.

THOMAS P. McINTYRE
Thomas P. McIntyre, 58, amusement park operator and concessionaire, died suddenly March 20, at his home at Dayton, O., from a heart attack. For more than 25 years he was a candy concessionaire at Lakeside park there, and before that was a ticket seller ith the Hagenbeck-Wallace circus.

His widow survives.

GEORGE WILLIAM BARNUM
George William Barnum, 84, veteran actor, who started with David
Belasco's San Francisco stock company and came with him to his New
York triumphs, died in the Forrest
home in Philadelphi , March 30,
He had appeared in the support of
Mrs. Leslie Carter and Ethel Barrymore, and last appeared here in the
producti
Th sters with the sters of the sters of the producti
Th sters with the sters of the s

EUGENE HUBAY

Eugene Hubay, 79, violin virtuoso
and composer, representative man of
Hungary's musical life, died suddenly. Himselt outstanding as a violitist, Hubay taught generations of bril-liant artists, both at the Brussels Academy of Music and at the Buda-pest Academy, of which for many years he was the head.

Francisco, dropped dead in front of the Geary theatre in S. F. April 2. He was in show business for 30 years, last seven of which were with Goldberg chain. Survived by his widow Daisy and two children, Mrs. Ernestine Whit-more and Edward De Lear, Funeral services held in San Francisco April 5.

AUGUST MOHWALD

AUGUST MOHWALD
August Mohwald, 25, a member of
the Flying Meteoris, broke his neck
a few seconds before conclusion of
act when he fell from a trapeze head
first into the net, in Australia.
Mohwald had been on tour for
some time with Wirth's Circus.
Accident happened out in sticks and
Wohwald was rushed to hospital, but
died shortly after admittance.

LITTLE EGYPT

Mrs. Andrew Spyropolous, 65, one of the claimants to the title of Little Egypt of the Columbian exposition, died i icago. April 5.

She recently brought suit against Metro, claiming her reputati had been damaged by "The reat Zierfeld."

The dancer generally accepted as the holder of that title died several years ago.

SEYMOUR H. O'DELL
Seymour Hastings O'Dell, 74, veteran actor and radio commentator, died in Los Angeles April 3.
He came to this country after stage work in Ireland and played in vaude for many years. He was a commentator on station KFI and in later years did character its in pictures and radio.

MoM' McGILLEN

Mrs. Catherine, McGillen, 89, known to four generations of Philadelphians as 'Mom,' died Saturday at her home in Springfield, Delaware county. For 70 years one of the city's most colorful figures, she operated its best-known drinkery, McGillen's Ale House, on Drury Street,

GEORGE PECK

GEORGE PECK.
George Peck, 87, who managed the world tour of Tom Thumb for P. T.
Barnum, died in Tampa April 3.
He had at one time been company manager for the Four Cohans; was concerned with circus and museum ventures and had been associated with the Columbia burlesque wheel.

EDWARD HAYES

Edward Hayes, formerly of Hayes and Wynne, later Rogers and Wynne, died in New York March 19, of cancer. He and his wife, Mona, were well known on the stage, having toured the world.

Mrs. Hayes and a daughter survive.

LEROY J. TIEBOR
LeRoy J. Tiebor, 45, died last week
at Tonawanda; N. Y.
He was formerly well known in
circus circles as a sea lion trainer,
having been associated with his
father, John Tiebor, in animal trai

MARIE STANLEY
Marie Stanley, 76, widow of the late Harry Brown, and herself on the stage for more than 40 years, died in Patchogue, L. I., April 1. She was best known in musical

A daughter survives her.

ROBERT MORENCY

ROBERT MORENCY
Robert "Buster" Morency, 5.
time featured child actor in Hollywood productions, died in Regina,
Sask, March 30 from leukemi
Hi parents moved there from
Hollywood recently,

GRONER
roner, many years
owner-manager of the Groner opera
house at Columbiana, O., died there
March 26 from a heart attack.
Burial locally,

ORIENTAL, N. Y.

Burlesque has, finally come to Herb and Mort Minsky's Oriental fheatre, after more than three months of stiff vaude with a girly background, which gave the lie to the marqueer. Shows are still a little revuey, but the heretofore absent burley color has been added on in both flesh and dialogue to such an extent that it appears the erstwhile spectacle complex, so much in eyidence, has finally been discarded.

Several things encountered

dence, has finally been discarded.

Several things encountered here that are strange in burley, anamely an orchestra that can be called such, a really nice-looking line that can prance and a cleanliness and orderliness in operation that is seen too infrequently. Novelty employment for the line is applauding specialty numbers to warm up audience.

employment for the line is applauding specialty numbers to warm up audience.

Cautious peeling and over-guarded comedy are history since the Minsky, feres decided to live up to the contoations of their name, Producers are at least, resourceful, and try to steer clear, of corny variations in twisting the old sketches. Their efforts are sometimes wasted in the hands of Phil Silvers, spectacled sill type. Hank Henry, slob comic, and little Tommy Ratt, cacky, though the common the strength of the strength of

with showgirl fronting equal local standards.
July Smith, colored male singer, is another misconception of what should be in burlesque. His voice is good but plantation scenes and Bill Bailey's tapping, other break-up sequence, don't belong. Although clicking, Bailey is doubling from the Cotton Club, where he succeeded Bill Robinson. He works very a la Bojangles.

CENTURY, B'KLYN

('MONTE CARLO GIRLS')

(MONTE CARLO GIRLS')
Customary police problems do not concern Raymond tribe operating this house. Problem is in trying to straddle both sides of the fence by so feeding the regulars enough flesh and indigo comedy to satiate them, and try to retain the heavy femme nabe patronage, which constitutes 40% of the total, with whitewashings. House cannot get by on either percentage alone so it's a ticklish rigs. House cannot get by on either percentage alone so it's a ticklish rigs. House cannot get by on either percentage alone so it's a ticklish rigs. House cannot get by one the succession of the state of the state of the state of the succession of the state of the succession of the state of

one of the pest shows to the parts.

A li that can actually dance is strictly a miracle in this field, A line that combines such ability with looks, shapeliness and uniformity in looks shapeliness and uniformity in is 'Girls'. Costuming and routines are enhanced by Century's full, deep stage.

Usual house additions: were not necessary nor present. Show carries the parts of the pa

belasco's San Francisco stock company and came with him to his New York triumphs, died in the Forrest Durial locally.

Burial locally.

JAMES DUNCAN

He had appeared in the support of Mrs. Leslie Carter and Ethel Barry more, and last appeared here in the producti

The survives.

EUGENE HUBAY

EUGENE AND JOHN JOSEPH PUBLICH

Mario Alla Rocal John Joseph Publicity

Girls from his apolity of Ma

Burlesque Reviews B'WAY BURLEY HOUSES WATCHED BY S.P.C.C.

Local burleskers are being closely watched by inspectors from the Society for Prevention of Cruelty Children and investigators from the da's office, because of new flood of complaints that minors were being admitted to houses.

complaints that minors were being admitted to houses.

S.P.C.C. keeps a weather eye on burleys all year around for just that reason, but is now using a staff to cover all local theatres. So far none have been tripped up on the juve law, but S.P.C.C. states there will be no delay or string-pulling, if and when one is caught breaking the law. Case will be rushed to the magistrate's court on day of a pinch. Organization will probably have full support of license' commissioner's office, which is understood to be plenty burned at N.Y. butley houses and eager to pile on when any one gets in a sim. Commissioner Moss has been pretty lenint with burleys, it is conceded but has recently altered his attitude because of double-cross by operators.

L. A. BURLEY AT \$3.30

Burbank Goes Holty-Tolty with Import of Minsky's 'Rhapsody'

Los Angeles,

With all the bally of a Hollywood film preem, Burbank, Main street burleskery, will prehiere G String Rhapsody, with Imports from the Minsky circuit, at a \$3.30 rap. Opening with the lights, etc., is bei aimed at the society mob.

Harry Popkin brothers, operators, the interior.

Rialto's Summer Stock

Chicago, April 6.

With last Independent Circuitshow due here for week of April 30, the Rialto plans to stay open for the summer, using stock policy. Deal i set whereby Jess Mendelsohn, formerly of the San Francisco Capitol, will come on to produce numbers.

Mendelsohn replaces Duck Greg-ory who has been pagducing com-bination stock-Independent shows the house has used all season, and who is to produce show at the To-ronto Casino, when opens with stock policy, May. 9.

Akron's Stock Burley

Akron, April 6. Mile's Royal theatre here opened yesterday (5) with a burlesque stock policy doing weekly change.

House is operated by George Katz, who also has the Park theatte. Erie, Pa., with the same setup.

LOLA PIERCE JOINS

Minneapolis, Gayety here opened March 27 with stock policy, and playing to biggest business in five years, has added Lola Pierce as star stripper. Set by Milton Schuster agency.

Independent Burlesque

Week of April 11

Nothing But Dames—Ba route,

"fop Hat Revue—Casing, Toronto, In"fop Hat Revue—Casing, Toronto, In"fop Hat Revue—Casing, Toronto, Inwest, Casing, Thomas, Pri.; Masetti, William Baport, Sat. Painted pilia,

Monie Carlotte, Barry, Phindelpilia,

Monie Carlotte, Thomas, Phindelpilia,

John Carlotte, Thomas, Newnyl,

Laddes in Lingerie—Howard, Baston,

Merry Maidens—Century, Brooklyn,

Telle Capers—Hutson, Indon City,

Teases and Whreses—Cayety, Balti
nore.

and money bits. Magic Dit, reduces to absurdity, further illustrates what can be done. The of strippers, Bee La Vonne. The of strippers, Bee La Vonne. The office of the strippers of the strippe

N. Y. World Fair

(Continued from page 1)

who or inally conceived the entire thing back in the spring of 1935, is now a steadily growing group of di-isions and committees. Grover Whalen is executive head, W. Barl Andrews is general manager, and Commander Howard A. Flanigan is administrative assistant. Divisions and departments include general manager's, treasurer's, service, wo-men's, design, publicity and exploi-tation, foreign participation and ad-visory. There are five automobilies at the disposal of the 570 employees. now a steadily growing group of di-

Interest Algendy

Interest Alexady
In addition to the five-floor offices, Fair exhibit occupies the 5th avenue3th street corner of the groundfloor of the Empire State Building.
Interest in the Fair, even at this early date, is evidenced in the atendance there. Counting only those entering by the main dows, (148 came to six the opening day, Monday of last week, 6507 were tabbed Tuesday and 5908 Weinseator, The figure has been rising daily since then.

figure has been rising damy single then.

The Fair itself will occupy 1,216 acres on Plushing Meadows compared to the 600-odd acreage the Century of Progress). Physical work is already under way there. About 500 trees were planted last week and total of 10,000 will be planted this year. Foundations for the \$900,000 admi istraction building are instrabut complete, while the field house and test building are entirely finished. Gracing has been completed at a cost of \$2,000,000. Although applications for concessions are being received, none has been to so far. Leasing of lots, however, begins this week.

Whether the Fair will be finan-

begins this week. Whether the Fair will be finan-cially successful depends, of course, on the bot. The 50,000,000 attendance is what the Fair heads figure they'll need to emerge from the red, pay of the \$2,280,000 tond issue and on the \$20,000,000 cannot see and show a profit. But so far even the admist price has not been set. Ten-tatively it's figured to be somewhere between 50c. and \$1, with a likeli-hood of 75c. being the dual price.

hood of 75c. being the final price.

Of the entire experiment of the Fair,

naturally much willi' fivere the regained. Foreign mations and firms

recting buildings will plan to lose plenty, regaining it only in adversing and prestige. And millions of dollars in outnight grants from the city, state and Federard governments will not be repaid. Heren if the Fair doesn't guess enough to pay off the bond issue, however, it's figured the loss can be largely offset by the fact that most of the hondhoiders are in businesses which stand to profit by the out-of-fower spending, i New York during the Fair.

Bway and Coney Island

Just how much the Fair will mean to Broadway (and to New York in general) in exten business; is anybody's guess. On the basis of 'scientific estimates,' Whalen says about \$1,000,009,000 will be spent by visitors as a direct result of the Fair.

Show business participation in the Fair still too far off to be even approximately predicted. The advisory committee on amusements (which will cover legit and films) is headed by John Colden; but no other members have yet been picked.

oner memoers nave yet oeen piezee. Radio plans are under the jurisiction of the advisory committee on
communications. But, while all
branches of show business will undoubtedly be represented in Fair
plans, almost nothing definite has
been planned as yet.

Watchders
Washington, April 6.
Congressmen will have partial grasp on purse strings of the Federal appropriation for United States participation. In the New York World Fair under provisions of revised bill earmacking \$5,000,000 contribution for the expo. Rewritter measure offered by Representative Matthew J. Merritt of New York adds three members of the Rouse and tiro of Senators of the Rouse and tiro of Senators of the Rouse and tiro of Senators of the Rouse for State, Agriculture, Commerce and Labor.

WHAT THEY THINK

A Layman on Radio's Pix Plugs New York, March 31. Editor Variety: As a regular reader (and as you

can see by the above letter-head one who is not in the business). I

can see by the above letter-head one who is not in the business). I would like to answer your question which often appears. The matter which always crops up about pictures seems whether or not radio broadcasting can help to make a picture.

I would say definitely 'vest-the first time the producer tries it, But first the ballyhoe does not live up to it, all, the public will surely shy away the next time. For example, I went to the Roys all keyed up to see the head picture of the season, and maybe it turned out to be-for I did not writt until it was over. In fact, on Thursday night when I was there, others, did the same thing, and it was the first showing. I see by its day's issue of Varacry the theather, after all, must mean something, but let's blame it on the holiday. Maybe that's the answer but neverther adio in the facture for what they less, I'll enjoy my programs over the radio in the facture for what they are and wast to find out, about they are and wast to find out, about they tohones for myself.

Amold C. Blumlein.

New York, April 3.

Editor, Vanerur:
Was interested in that shower bath Red Nichols took in your paper last week to rich himself of a slight indignation. I hope he feels better. In my case it's not a matter of seeking an outlet to cool off. Yet, watching Mr. Nichols perspice in print awoke in me a few memories and a couple of questions. If you'll be so kindly, maybe somebody'll see the nand answer vie your Forum.

and answer vie your Forum.

First: in speaking of the evolution of modern dance music (jazz, sweet, swing, etc.), why de you gars always take off either from the Dixieland outful or Whiteman. Listen, let me get this on the record—quick! Jim Europe was before Art. Hackman, and Hickman was before Whiteman. Don't that count, or am I the only one left who remembers?

I notice that some of you Wesserv

I the only one left who remembers.

I notice that some of you Wangary
maggs are having a love affair with
fisquire. At least fisquire prints the
stuff you write on swing music, when
you might be sharpening up at what
vaudeville houses, are left or getting
around to the joints. You write asif you knew, or profess to know, but
you grammatical cul-threats don't
think back far enough. Putl up a
chair. kiddies. chair, kiddie

chair, kiddles.

The late Jim Europe was a colored boy who put himself together a dance combo which reached its peak when they were professionally adopted by the Castles (Wennon and Irene). They killed all the people in New York and also accomplished their share of slaughter en tout. Yea, that was a combination—the Castles in front of Europe's musical days' patriots, but let me say that the present generation hasn't seen anything like it. The Castles were great, and so was Europe.

I wonder where your children were

were great, and so was Europe. I wonder where you childton were when the boys came back from overseas. Were you on Fidth Avenue the day the lads eelebrated their refurnish a parade? Well, Jim Europe was in that procession—up in foot of 50 or 60 pieces. Have you ever heard, what 30 or 60 colored boys can do to 'Over There?' Can you magine? Uh-huh, that was Europe and I still think that's where truckin' started.

That parade probably meant listle to Europe professionally, but musically you can bet it's too had the newsree's ddu't have sound that day so it could have been for keeps. It was somethin'. And allowing its unimportance, it nevertheless provokes the thought of what would. Europe have done with the modern conception of orchestrations and instrumentation? He did plenty with a dance and brass band of his day. It's in the book. And should you think I'm takking through my hat, you can lift the lid to see what makes me tick by getting the Victor Co. dig up and play a platter titled, You're Here And I'm Here. That's Europe and a tune which he used to play while the Castles one stepped. Remember? No, you don't. There was a drummer on that record who was a drummer on the record who was a drummer on that record the professi That parade probably meant little

drummer who takes a break with a rhythmic figure solely on the snace drum? You have not, neither have I, and I do my share of listening.

drum: You nave not, nearer have

I, and I do my share of listening.

Your present day drummer has, a small drum, a big drummer has, a small drum, a big drum, four cymbals, two fly swatters and he's off to the wars. Maybe he's hot to you.

To me he's a series of dull thuds and much loud whanging of metal discs.

This also goes for that guy with Benny Goodman, whom you muggs think is so great. It's possible that he is as good as they say, but whenever I've heard him, either Goodman is holding him down—or he's bashman has now you're in my parfer because, to break down and confessible has a far old persussion pedal-pusher. Irom 'way buck. (Putting that in to stand off any 'so you won't talk. And the stand off any 'so you won't talk. And the stand off any 'so you won't talk. And the stand off any 'so you won't talk. And the stand off any 'so you won't talk. And the stand off any 'so you won't talk. And the stand off any 'so you won't talk. And the stand off any 'so you won't talk. And the stand off any 'so you won't talk.

pusher from way back. (Putting that in to stand off any 'so you won't talk' quips.)

But let me explain what I mean about dumming. Have you heard Astajue take a break? What he does with it? Taps aren't much different than the effect a drummer gets within that he are the area of the way Astajue take a break? What he does had been a seen of the way Astajue than his hands. At least, the way Astajue than the most of the opinion that Astajue can out-deave any drummer (and his sticks) in the country. In any case, take this to market—Astajue can out-deave any drummer (and his sticks) in the country. In any case, take this to market—astajue can out-deave any drummer (and his sticks) in the country. In any case, take this to market—astajue than the way any current pedal-beater playing.

So III prove my point. Have you paid attention since Johnny Green has been playing for Astaire? An improvement, what? No argument. Have you noticed how Astaire makes that band work with him, pettienlaw. It sin't no acray of paper. That's nighthm and it's syncopation, too. Most drummers of today seem oblivious of the fact that you can have both.

Astaire's got it, and that drummer

bolivious of the secondary both ave both. Astaire's got it, and that drummer with Jim Europe had it. A pretty long gap with few bridges.

Maybe Fin turning into an old husted lounge. But in my, ledger around a summer was a sum Busted lounge. But im my there isn't a dynamer now who's worth his licks.

In Re Jeseph Dunninger New York, April 5.

Editor, VARIETY:

In the March 24 issue the follow-ing statements were printed in a story captioned "Inside Stuff" on Magis," which refers particularly to Joseph Dunninger. I know it is your desire to correct any erroneous statements.

takements.

1. "It is reported that he is voluntarily working off his i debtedness to her at present."

2. "He explains to his audiences that he is proud of the fact that he is not associated with any magicians organizations, particularly the Society of American Magicians, which he thinks

ican Magicians, which ne thinks is a rap."

In the first place, Mr. Dunninger was not financially interested in the show to which the article refers and therefore is not in any way indebted

therefore is not in any way indebted to me.

Furthermore, the second statement is absolutely untrue, since during the many years Mr. Dunninger has been under my management he has not appeared in more than half a dozen performances without the personal representation of myself or associates.

Frances Rockefeller King

Info on Summer Stocks Carleton College, Northfield, Minn, April I, 1937.

unconstitutional. In checking this I find it to be incorrect, and that while an assistant attorney general did give an opinion privately that the bill was not worth the paper it was written on, nevertheless, it has been agreed by both sides, I am informed, to make this a count case with the definite plans of carrying it to the U. S. Supreme Courf no matter who wins the lower decisions. H. A. Steffes of the World theatre, Minneapolis, representing the Allied.

Minneapolis, representing the Allied and Public officials, representing the and to have worked out that agree ment for their respective interests. Gaylord E. Conrad.

Reisman's Am Idea

New York, March 31.

Retaining Am Idea
New York, March 34.
Editor, Wangry:
White it is twe that the innovation of the amateue program has brought into the limelight a quantity of desirable new talent, it is also twe that fame for the winner has, in the majority of cases, been too. Recting Ricch week any number of amateurs are recognized, by virtue of amateurs for professional debuts. And while many of these winners, have here fortunate in securing engagements that have never had a second opportunity to lure any sort fame.

Secure in the Rnewledge that they have the stuff (for hadn't the public spoken?) they continue to plot endessible stuff (for hadn't the public spoken?) they continue to plot endessible would be suffered to the contact the people in a position to help him. This kneeking on doors is a haphazard business and in the long run bears lightly fruit. The truth of the moster is that there are insufficient aids for him at present.

That's why I'd like to suggest an employment agency, exclusively for those winning radio amateurs who are not talented enough to attain stardom, but who could successfully fill small club and social engagements. An agency handled by the networks and run by experienced radio officials would prove an invaluable aid in placing our future entertainers.

The Circus and a Moral Brooklyn, N. Y., April 2.

Brooklym, N. Y., April 2. Edizor Varkery:
The pending arrival of the Greatest on Easth and the reopening of Varkery's forum moves me to mount my favorite hobby. The circus, in spite of its load Easter business, will take out of town plenty of money. With business conditions good in most parts of the country, it probably will have a highly profitable season. The circus, save in the leanest years, always has made money. It has suffered less than any other form of traveling amusement and can straw' them when general business is good.

form of traveling amusement and can 'strav' them when general business is good.

And this largely due to the fact that the circus is the single arm of the amusement business to cling to the idea that its purpose is to amuse its patrons and not to sugar-coal propagands or discuss ethical problems.

There might be a moral in this for

F. X. De Soto.

That I P. M. Whery Luff
New York, April 1.
Editor, Vanters.
As a layman who thinks himself a bit show-wise (which is among the major reasons I read Vantery ligiously as a guide to all sorts of amusements), I have often wondered why so few of the night life managements haven't thought of the idea that a sizable portion of the dinglements described by the same properties of the light of the lig

'Soldier' Boycott (Continued from page 6)

bothered. Neither will Germanlanguage films made outside 'Aryan' rules in Austria and Czechoslovnikia.

Latter phase of the busi most complicated

or Budapest in the German language are, from the anti-Nazi standpoint,

mitted into Germany

mitted into Germany
tion, pictures, in the German language, no matter where made, must
comply with the 'Aryan' principles.
Since German-language pictures find
it almost impossible to earn their
coi back without showing in Germany, most of the Viennese, etc.,
poix do comply, Jews not working i
or on them. But how to label these,
as distinct from such pictures as are
made by refugees in these countries,
is the problem, with the result that
these refugee German pix frequently suffer from the bans and boycotts
innocently. nocently.

With the new distinctions in mi both Ufa and Tobis have been labelled German companies. There never has been any question about Ufa, but Tobis has been constantly in doubt because of its international tentacles and Dutch in. Now, with the reorganization in German filmdom making it clear that Tobis is practically German government-controlled, it, too, is on the pan.

Distribs of German-language plx which are eligible, insofar as the boycott goes, will be provided with certificates. First such went to Eternal Mask, Swiss ple in German, and others will go to pre-Hitler German films or Viennese, etc., considered in the clear.

Another move made by these or-

German films or Viennese, etc., considered in the clear.

Another move made by these organizations against remake.
Hollywood by major American companies of films from the boycotted territory. Letters were sent last week to Columbia and RKO in protest against Lost Horizon' and Soldier and the Lady' respectively. Attitude is that the companies bought material or shots from Nazi companies, thus helping the German companies and, indirectly, German government. For the time being no more direct action than contacting the American companies will be attempted since it is admittedly a complicated notion to attempt boycott of American product just because its ori in is partially Mazi.

Nagi

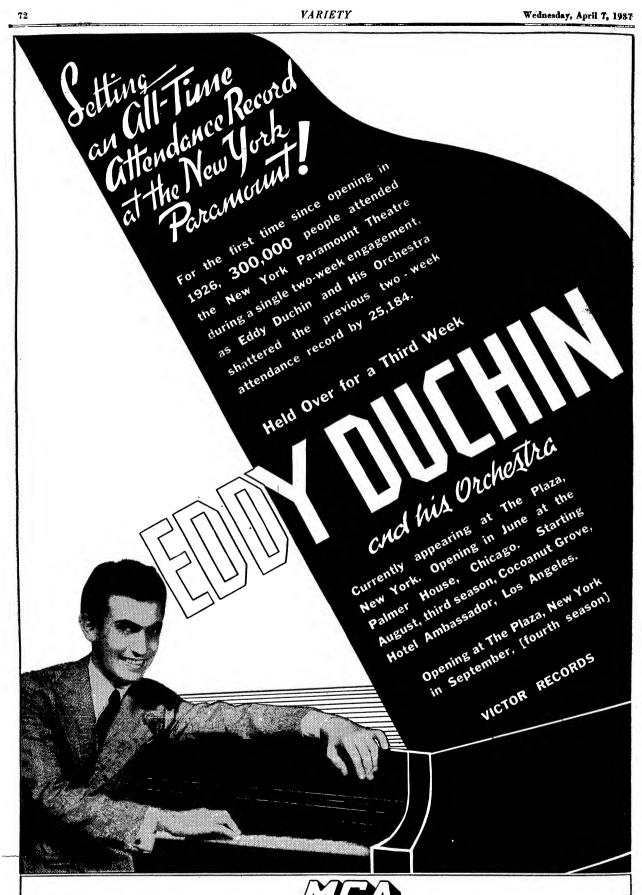
Manie. Affer he had jerked 'Amphytrion.'
Ufa-madle French-language icture
from his Belmont theatre, M., last
week, S. S. Ezellberg, operator of
the house, received a letter from the
louist Boyenst Council thanking him for the action and commending for it. Picture had played at him for the action and commending him for it. Picture had played at the house if days and was picketed by the Council and the Anti-Nazi League; but was withdrawn by Krellberg, he says, 'at the first op-portunity."

Jenssalem, March 22.
Productions in German which are screened in Tel Aviv must new obtain the skap of the boycott committee, and any and every advertisement appearing in a newspaper on a billboard bears the legend, German Talking—Approved by the Boycott Committee."

Boycott Committee."

It is known on the best authority, however, that not only hostility to Nazism is the motive. There is genuine fear that Tel Aviv's thousands of Germans will never learn to speak anything else if they are fed with German pix and German newspapers. Latter are not allowed to be published here, and unsuccessful efforts have been made to bur them from kiosks.

personal history. Yet, where to go? I know that the flarkem Uproar House has a 10 p.m. show which i a bright idea. There are bistros such as Armando's, for example, which have saucy songsters who start doing their stuff at around 16 o'clock, also. But that's about all. More of 'em! Why not Bill's Gay Nineti, or Dwight Fiske to cut up arou 10 o'clock, instead of midnight? Spots for an after-dinner liqueur or highball, wherein to repose and be diverted for an hout or so, before one sails further into the night. The night life hosts should recognize the fact that everything recognize the fact that everything is concentrated between 7:30 and 10, and from 11 o'clock on. What about that heavy-hanging hangover hour or so in between?



EXCLUSIVE MANAGEMENT

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80 PAGES

GNER DISTURBS

Al Smith Philosophic About That Broadcast; Price of Being Famous

Former Governor Alfred E. Smith plans no legal action against persons, responsible for 'Alfred E. Smith, Jr., 'Blackmailed' broadcast over WOR and the Mutual network Tuesday (6) night of last week. Although use of his and his son's name was without his khawledge or permission, he has been advised by attorneys that he has, no grounds for legal action, he told Variety through a 'spokesman'. spokesman.

legal áction, he told Variety through a spokesman.

Program, based on recent expose of the Al Smith, Jr., blackmailing and prosecution, was one of a series True Detective Mysteries, sponsred by MacFadden publications over the Mutual network and originating in WLW-studio in Cincinnati. Exgovernor and his son were portrayed in dramatization of the much-publicized shakedown case. When asked whether his okay was asked or given for use of his name on the broadcast, Al Smith, Jr., was 'too busy' to answer, his secretary said.

At the time of the broadcast Ex-Gov, Smith was speaking in person over station WHN, New York, First he knew of 'Blackmail' program was when he was told of it next day, he said, although display ads plugging the broadcast appeared on the radio pages of several Manhattan dailles.

Al, Sr., was plenty burned over (Continued on page 60)

Political Stint for Landon Hurts Owens' Dance Tour in Dixie

Music and politics don't mix well as agent and bookers of Jesse Owens' freak band, are, iscovering during fleet-foot maestro's one-nighter tour of the south following his embroilment in the recent presidential elec-

of the south following his embroilment in the recent presidential elections.

Out two months now, band, though colored and sporting one of negro world's idols because of his following the sporting one of negro world's idols because of his doing very poorly among dark folks. Band very poorly among dark folks. Band the salable to promoters, et al., but is not drawing as it should, due, it is not grawing as it should, the thought to Oweng the presidential election.

Negroes are icing their champ because he toured south for Landon, list family, living in Cleveland, are all Democrats. Lindy hoppers of Dixie cannot forget how. Owens' turnabout jeopardized their relief checks, nd so for first ti in history r is actually venting feeling against one of Its kind.

Veteran Duo

Two comics touring the Indie Wheel in Billy Watson's Beef Trust' company are Watson, and Billy Grogan' Spencer, both long-service burley funnymen. Watson is 71, Spencer

Command Matinee

irst Lady,' ith Jane Cowl, is playing matinee and night at Madison, Wis., today (14), although, the show had been booked for the night only. Show was sold out two weeks prior to performance. Miss. Cowl added the matinee after receiving telegrams urging her to do so from Gov. Philip la Follette and Mayor James R. Law. Matinee. was -also reported

Matinee was also reported sold out in advance.

H'WOOD SPENDS **AGAIN; TAX REASONS**

Hollywood, April 13. Figuring it was good box office Figuring it was good box office and good policy, generally, to go the Hetty Green way, during the dog days of the depression, Hollywood stars are now dropping the sack—cloth and aspies, the second-hand cars, the modest bungalows and all that, and going for life on a grandiose scale again.

grandiose scale again.

Part of this is due to the fact that, beyond a certain point, saving is confiscation. Taxes go so high that there's no fun to keeping it till the middle of March and then handing it over to the Gov.

n. over to the Gov.

Tax. experts have shown Holly-wood how to get most of their display into the columns of legitimate deductions. So everybody is figuring out ways to get that yacht and make it a publicity item and not a lixury.

La. Sit-Down Strike

An attempted sitslated Saturday (10) at the Paramount theatre here failed when pa-trons refused to sit through five performances.

formances.

Mimeographed handbills had been passed out during the week requesting patrons of the theatre to attend the first performance and sit through the remainder of the shows as a protest against the advertising of local merchants in the form of trailers. Ringleaders of the movement could not be found but it is believed that they are Loubianas State University students.

There was no isturbance of any

There was n isturbance of any

PRODUCERS SAY IT WON'T AFFECT

However, the New Wagner Act Has Created Considerable Labor Unrest on the Coast-Producers Contend They're Not in Interstate Commerce Like the Distributors

LABOR PARLEYS

Hollywood, April 13.

A general labor unrest among film workers is threatening to disrupt schedules in major studios.

However, the roduction end of pictures is not concerned with the Wagner Labor Act, contending that it's not in interstate commerce, according to spokesman for the major producers. They estimate that 95% of the ingredients that go into pictures are manufactured within the state's borders. Distribution branch of the biz would be primarily affected by the labor act.

Simultaneously with the arrival of Tat Casey from N. Y., the U. S. Supreme Court in Was inglon (Continued on page 2)

(Continued on page 2)

28-MO. PRODICY WISE TO HIDDEN MIKE GAG

Taxes go so high that fun to keeping it till the March and then handing the Gov.

First have shown Hollyto get most of their displayed to get most of the most of St. Louis, April 13,

New Chaser-Outer

Manager of a Brooklyn vau filmer, where Sunday audiences like to stay for a couple of shows has figured out a sure-fire stirrer-upper. At the legal noon opening he begins his bill with the fifth or sixth reel of the feature

with the litth or sixth reel of the feature.

When that point rolls around agai the customers figure they've already gandered pic and scram for outdoors.

N. Y. Fair for 2 Years Only: Paris **Expo Expects Big Tourist Boom**

Blue Mundi's Blues

Vincent (Blue) Mundi, one of the amateurs with a Bowes unit, operates a one-man band as his contribution to musical art. Cracked that he couldn't be disturbed during a rehearsal as he was in the midst of a jam

SEE A RECORD ASCAP DIVVY. \$5,000,000

istribution made members by the American Society of Composers, Authors and Publishers this week indicates that the organization is in for a \$5,000,000 year, an all-time high. Previous tops was \$4,000,000, in 1935. Collection for this year's first quarter was considerably over the \$1,250,000 mark, with the writers getting about 15% more than they did for the like three months in 1936. Double A writers this time received \$4,600 and over, rated as record sums by a wide mar

by a wide mar Society's income for 1936 was \$4,400,000, with the splitup on the year figuring \$3,600,000. Divvy for the initial quarter of last year came to \$935,000, with the expenses of collection and general overhead already deducted.

Dwight Fiske Can't Play London; Held Too Blue

Dwight Fiske, booked to open at the San Marco May 3 for a month, has been refused a labor permit.

riske has been a big hit here twice before, at the Ritz, Mayfair and Carlon, but during his last trip the County Council was after im for blue songs, which is the answer to the present hi

New Kind of Audition

New Kind of Audition

Des Moines, pril 13.

ie) Rowe, colored tap former. ... flookroom attendant, called eighty offleial-influence to provide him anentree into Hollywood by circulating petition through the house
and senale, headed by the signatures
of Gov. N. G. Kraschel and
Lieut, Gov. John Valentine. With
the petition, Rowe hopes to get a
hearing in. pi. ...
Many of the legislators asked for
demonstration of ixie's dancing

a demonstration of ability before signin

ite growing speculation regarding the possibility of the 1839 New York World's Fair developing into a permanent show, little chance is seen of it doing so. No preparations or allowances are being made for that contingency by Fair officials and it's doubtful if eleventh hour changes could be made.

Lease of the 1,216 acres on Flushing Meadows is for only two years. Concessions will be let for a single year, although tentative plans atready are for the Fair to continue into 1940. With the exception of four or five of the sarger structures, which will have solid foundation erected on pilings, none of the Fair buildings will be of permanent construction. Likely to be light, temporary buildings, probably made of plaster on metal netting similar to those at Chicago's Century of Progress and capable of lasting only couple of years.

ple or years.

Construction of permanent buildi would involve much more expense than various nations, states, industries and concessionnaires would care to invest unless assured Fair would continue several years at least. Also doubtful if New York Department

(Continued on page 20)

Pennington Strips, King Table-Sings With Trio. In Nitery Comebacks

Two former musical comedy greats Two former musical comedy greats, are marking their comebacks in niteries. Ann Pennington, Ziegfeld an Scandals' femme, opens tomorro (Thursday) night at the Yacht Club, West 52d street (N.Y.) nitery, strip-teaser. She turned do offer to strip at Minsky's Ori N.Y.

Charli ing, star of the pioneer filmusical revue, 'Broadway Melody' (Metro), in 1929, who has been table-worker with a singi the Hotel Victoria, Times square middle-class bar; opened Monday night (12) at the Cafe Venezia, another midtown N. Y. Italian-American restaurant, hosted by Signor Yermi

RUSTIC BUMPERS

Peelers to Invade Upstate N. Y. Vacash Sector

ines, pril 13.

ve. colored tap.

loads de cighty ofrovide him coperator of the Casino burles ue
and ob y circulatugh the house
y the signatures
Kraschel and
dentine, With
hopes to get
a
lators asked for
ixie's dancing

Anticipate Revival of NRA In Validity of the Wagner Act; **Puts Pix in Interstate Commerce**

Washington, April 13.
Resuscitation of the Blue Eagle was hinted here today following analysis of the Supreme Court's decisions Monday (12) upholding validity of the Wagner Labor Relations Act and specifically authorizing the Federal Government to regulate manufacturing in order to remove burdens from interstate commerce.

As an aftermath of secretical courts of the court of the

interstate commerce.

As an aftermath of sensational reversal of former concepts by the igh tribunal, observers saw in Chief Justice Hughes' decision in the Jones & Laughlin Steel Corp. case a clear way toward another N.R.A. The majority of the court held that any practice which has a direct objectionable effect on interstate commerce is subject to Federal control even if the type of activity, when considered separately, is local in character.

character.
This interpretation of the state commerce clause of the Constitution was at sharp variance with views of the majority in the N.R.A. case, as well as in controversies over the Agricultural Adjustment Act and Guffey coal-control law.

One immediate consequence of the decision, as far as the motion picture decision, as far as the motion picture business is concerned, is to put film production within the scope of Federal regulation. Studios can be placed under rules of a Government agency insofar as there is need to prevent disruption of interstate commerce or insure national stability. In the eyes of most students, this means that labor principles embodied in the old N.R.A. code can be reestablished if Congress sees fit to enact another business control law.

The court went the whole way to

The court went the whole way to uphold the legality of the Wagner

PROPAGANDA PIC TO BALLY THE CIO

Hollywood, April 13, The Committee for Industrial Or-ganization, John L. Lewis' union org, is moving into pix through pix. Advance agents are in Hollywood recruiting crews, writers, directors and producers, to make pro-labor films. These will be shown first to the

various union setups to make them CIO-conscious, and then pushed into theatres to clinch public opi ion. Crew presently working on building sound equipment.

De Luxe Labs, N. Y., Now Has Strike Threat

Strike at the De Luxe laboratories, largest in the east, was threatened yesterday 'Cluesday' unless the demands on wages drawn up last week were met by the management. Understood that the IA is back of the present move, long threatened. With the backing of the Wagner law, the union leaders expect to withdraw from the lab unless demands draw from the lab unless demands. for scale are compiled with Laboratory prints Fox Movietone and Metro's 'News of the Day,' besides doing much work for leading majors.

Consolidated Laboratories at Fort , Consolidated Laboratories at Fort Lee, N. J., were operating at about 40% of capacity but getting out Uni-versal newsreel per schedule. Big-gest task has been to get this out on time because of number of prints and tightness of booki

Jr. S. A. G. Elects

Hollywood, April 13.
Larry Seers has been named president of the junior branch of the Screen Actors' Guild.

Others elected are Bob Ellsworth, first v-p; Jay Eaton, second v-p; Aubrey Blair, secretary-treasurer; and Nate Edwards, assistant secre-

H'wood-Wagner

(Continued from page 1)

handed down a ruling legalizing the Wagner Labor Relations Bill, which has disturbed producers considerably, due to the fact that there are several labor organizations outside the basic agreement. This includes the Screen Actors' Guild which feels the ruling specifically entitles it to bargain on behalf of its craft with the producers and that the latter will be compelled to do so. Casey, upon his arrival here, went into conference Monday afternoon with Louis B. Mayer and other producers. Producers have asked their af-

B. Mayer and other producers. Producers have asked their attorneys to give their interpretation of Wagner act as it would affect studios. This interpretation, it is expected, will be produced some time on Tuesday after which a meeting of the Producers Association Ill be called.

be called.

With the U. S. Supreme Court okaying the Wagner bill some saw indications that the studios would have to bargain with the Screen Actors' Guild and others, now not under basic agreement, providing they represented the majority.

under basic agreement, providing they represented the majority.

Producers seem to feel that although the act provides that an employer negotiate with an organization, representing a majority of employees, it does not mean that a deal must be consummated, though that means that a producer can consummate it to his own best interests. Quite a few of the labor contacts arrived from N. Y. on same train with Casey, including William Bioff of the IATES. Expected that producers will meet on Thursday to fix a date for resumption of negotiations with the six unions now in a studio basic agreement. Though the new pay goes into effect on April 26, the conference here will be on working conditions and other minor grievances.

ances.

Producers do not seem perturbed about the attitude of the Screen Actors Guild and the Painters organization demanding recognition. They feel that the Painters had their They feel that the Painters had their opportunity in N. Y. to return to their old status, which was refused, and that all further overtures will have to come from the union. With respect to the Screen Actors' Guild they consistently ignored them and, it is understood, would even go so far as a test case under Wagner law before recognizing them as the representatives for collective bargaining with the actors.

with the actors.

Jr. Guild Now In It In the meantmen, as result of Sun-day night's meeting of the Screen Actors' Junior Guild with the Paint

In the meanine, as result to Suniary night's meeting of the Screen Actors' Junior Guild with the Painters and Paper Hangers, plans are being discussed for formation of a federated group of all those outside the basic agreement, to compel collective recognition by the producers of this group as a whole. Those who go into the federated group are actors, makeup artists, painters, laborers, plasterers, seenic 'artists, culinary workers, machi ists, office workers, script girls, animators, writers, cutters, assistant directors and unit managers:

Meeting of these various crafts will be held during the week. Demands after these various meetings will be presented to the producers not later than April 20. The union people here feel that Hollywood, as result of the Wagner law confirmation by the U. S. Supreme Court, can be furned into a closed shop in all its branches outside of the executive. Recognition of the Studio Utility Employes Union in the producerlabor basic agreement will be ratified this week when a line is drawn between the duties of these workers and the IATSE grips. Local has membership of 1,400 out of 2,400 such workers in studios and anticipates pay hike to 83 1-3c. an hour from the present 60c. paid by all studios, except Warners, which has a 75c. scale.

pay hike to 83 1-3c, an hour from the present 60c, paid by all studios, except Warners, which has a 75c, scale. The five signatory unions to the basic agreement were upped 10% at the N. Y. meet last week.

A strike has already been voted by the Brotherhood of Painters, Decorators and Paperhangers of America unless demands for pay boost and improved working conditions are approved by producers. Other crafts are engaged in jurisdic-



OSWALD

redited with the two most fa-mous words of identification—"Oh, Yeah!", featured with Ken Murray on the Campbell's Tomato Juice program, every Wednesday, 8:30 P.M. EST, coast-to-coast, via CBS.

tion fights over studio jobs, and the Committee for Industrial Organiza-tion has opened a drive to organize the film industry into a vertical

Producers agreed to include Paint-Producers agreed to include Painters in the basic agreement wage hike effective April 28, but Painters insisted that makeup artists and hair dressers be included. When demand was nixed they refused to re-enter basic agreement. Now makeup artists and hair dressers are demanding autonomy from painters, and plan to join cameramen.

plan to join cameramen.

In the meantime members of
Studi Utility Employes Local 724
are engaged in a jurisdiction dispute
with grips of International Alliance
of Theatrical Stage Employes, each
claiming certain jobs for their men.
Utility workers are willing to compromise, but are fighting to keep
from being swallowed by IATSE.

CIO Seeks Those Left

With less than half of studio laborers enrolled in SUE, the CIO leaders are fighting to take the remainder and many of those already organized into its vertical union.

Drive to organize the industry in its entirety was originally started by Empire Projectionists Union, but move has been approved by William Dalrymple, Coast representative of John L. Lewis. Dalrymple said actors and extras will be included in organization.

CIO plans a special drive into ranks of the Screen Actors Guild, believing members will be in a receptive mood since their application for inclusion in studio basic agreement was turned down by producers. Kenneth Thomson, executive secretary of Guild, however, claims a separate agreement is being negotiated with producers.

10% Fay Hike Soon

ciaims a separate agreement is being negotiated with producers.

10% Fay Hike Soon

CIO drive and other disputes came on eve of announcement by producers of the 10% pay tilt for all workers included in basic agreement. New pay schedules include carpenters, electricians, gaffers, best boys, lamp operators, wind-machine operators, prop manufacturers, property departments, projectionists, chaufeurs, truck drivers, sound technicians, cameramen, laboratory workers and still department.

Producers are watching the situation closely, but are hopeful it will not reach the stylke stage. While the painters have voted for a stri, no date, has been set, and leaders have expressed belief that negotitions with producers will end in a settlement.

Pat Casey Hurries West With both the Screen Actors Guild and the Painters union threat

With both the Screen Actors' Guild and the Painters union threatening strike action against the producers after failure to obtain recognition under the five-year basic studi agreement, both organizations having scheduled meetings Sunday (11) to discuss moves, Pat Casey hurriedly packed the bags Friday (9) and left New York for the Coast. As chairman of the producers' labor committee, he will be on the ground close to any action that may be taken by the SAG and the Painters, but no indication from the producers' side whether any last-minute concessions may be granted or any direct efforts made to forestall the carrying out of any threats, with Casey returning west, presumption is that he will continue negotiations out there with the laborers' group on which there was discussion but no action during Casey's New York stay of a week. Laborers are rather disorganized, ith jurisdic-

See Pix Passing Labor Wage Increases to the Public; First Concrete Reason for Tilting B.O.'s

Philly's O.T. Unionization

Philadelphia, April 13. Philadelphia, April 13.
Although little noise is being made about it, unionization among the film exchange employes on Vine Street is proceeding at a fast pace and it is generally understood that organization frameworks have been already well established in several instances. Shippers, rewinders, poster clerks and accessory room employes are those affected so far.

So far no demands have been made on any of the exchanges.

SAILINGS

May 19 (New York to Paris) Maurice Lehmann (Normandie).
May 15 (New York to Genoa) Mr, and Mrs. John Byram (Conte di Sa-

voia),
May 1 (New York to Stockholm)
Dorothy Deere, Clark Rodenbach,
Carol Frink, Eleanor Keene, Herbert
Elisberg (Gripsholm),
April 21 (New York to London)
David Miller (Manhaitan),

April 25 (New York to Los Angeles) Mr. and Mrs. Kenneth O'Brien

geles) Mr. and Mrs. Kenneth Chief.
(Virginia).
April 21 (New York to London)
Robert Ritchie, Mary Simkins
(Queen Mary).
April 17 (West Indies cruise) Elsie
Eyre (Kungsholm).
April 17 (Los Angeles to Honolulu) Mr. and Mrs. Harold Hurley, Mr.
And Mrs. Sam Bischoff, Mr. and Mrs.
John McCormick, Mr. and Mrs. Leon
Schlesinger (Lurline).
April 18 (New York to London)
John Miljan (American Banker).
April 15 (New York to London)
April 15 (New York to London)
April 15 (New York to London)

April 19 (New York to London).
Mrs. Daniel Sully, Patsy Sully (Berengaria).
April 14 (New York to London).
Col. W. de Basil's Ballet Russe, Fritz
Reiner, Mr. and Mrs. Truman Talley,
J. Robert Rubin, Mr. and Mrs. Frank
Capra, Robert Riskin, Richard
(Skeets) Gallagher, Mr. and Mrs.
William K. (Nan) Howard, Leonide
Massine, Efrem Kurtz, David Lichi, Eric Simon, Irvin Marks, HarryRichman, Jack Golden, David A.
Smart, Jay Allen, Laird S. Goldshorough, Sam Jaffee, M. S. Shanberg,
Eddie Hillman, Walter Moroso,
Babe Barnato, Theron Bamberger,
Ben Goetz, Mort Spring (Normandie).

die),
April 14 (London to New York)
Arthur Schwartz, Errol Flynn, Laurence Stallings (Queen Mary).
April 14 (New York to Hamburg).
April 10 (New York to London)
Otis Skinner (Europa),
April 10 (New York to Los Angeles) Willard Alexander (Santa
Elena),

April 7 (New York to Paris) Poldi Mildner, Victor Kolar.

April 7 (New York to Paris) Poldi Mildner, Victor Kolar.

Tion among unions one of the difficulties. Less than 50% of the laborers employed in studios at present, 3,000 being on payrolls, are members of the Utility Workers which may be taken in under the agreement and the property of the producers in the event of walkouts. The SAG, and the Painters may offer problems for the producers in the event of walkouts. The SAG, and startist-members of 5,000 and if all artist-members were called out might conceivably tie up production badly. Kenneth Thomson, executive secretary of the Guild, left earlier in the week in advance of Casey after futile attempts to get recognition from the producers' group.

Because the Painters were refused recognition under the basic studio agreement, due to the fact they wanted jurisdiction over hair fressers, farughtsmen, art directors and makeup artists, this union might call out this group plus its own workers, which take in scenic artists, set designers and others. That would conceivably throw a big monkey wrench into the works. Painters and workers grouped under this union's banner have been going on in studios right along since removed from the basic agreement in 1932. Union ceased to become a part of the basic agreement at that time because it wanted to have jurisdiction over the hairdresser-art directors-makeup-draughtsmen group.

Recent 10% increase granted to union labor in the studios and anticipated unionization of exchanges in many key cities is going to cost the picture industry so much money that the hike undoubtedly will be passed on to the exhibitor and the theatre patron. This will mean tilt in box office prices generally and higher rentals for exhibs. That is the belief of industry leaders, and this week they were forced to admit that there is no alternative if they are to keep up with the nation's inflationary move.

Belief in many quarters today is

inflationary move.

Belief in many quarters today is that affiliated (major company) theatre circuits will be the first to feel the pressure. That is, they will be asked to pay higher rentals by their own distribution (parent) company. From that situation, it is expected that other producer-distributor firms similarly will seek an increase in rental coin.

rental coin.

With the affiliated circuits forced in this manner, put up more cash for pictures, there seems little question but that all major circuits will start a sweeping and widespread upping of admission prices. With the affiliated chains paying higher rentals and getting increased admissions, industry chieftains believe that will not be difficult for smaller circuits and exhibitors to follow suit with their admittance fees.

A Tax at the Source

A Tax at the Source
Feeling is that the new labor wage
increases are in the nature of taxes
on the producing end of the business, and part of the inflation transition
in this country. As taxes, the film
companies will be following accepted universal business practice i
passing the higher cost on to the
ultimate consumer — the theatregoing public,
Affiliated circuits have have the

Affiliated circuits have been hold-ing back on raising admissions though they have wanted to boost (Continued on page 66)

N. Y. to L. A.

Neil F. Agnew. Willard Alexander. Oliver Barbour. Howard Barnes, Calgary Bros, Pat Casey, Victor Clarke, J. Cheever Cowo J. Cheever Cowdin.
Savington Crampton.
Gilbert Gabriel.
Bob Gillham.
Lou Irwin.
Gypsy Rose Lee. Margo.
Maurice Lehmann.
George D. Lottman.
J. Millstein.
Capt. Dennis F. O'Brien.
Kenneth O'Brien.
Paul O'Brien. Sol A. Rosenblatt. Irving Sherman. Louis Shurr. Cal Swanson. Duke Wellington.

L. A. to N. Y.

L. A. to N.
James A. Fitzpatrick,
George Folsey,
Harold B. Frankli
Dave Gould,
George Hirliman,
Atherton Hobler,
M. H. Hoffman,
Libby Holman,
Sam Jaffee,
Samuel Machnovitch,
Alice Duer Miller,
Kay Mulvey,
Damian O'Flynn,
Maria Ouspenskaya,
Ben Piazza,
Coy Poe,
Claude Rai
Phil Regan,
David Rose, David Rose.
Charles Skouras.
J. C. Stein.
Dimitri Tiomkin.
Herschel Williams.

ARRIVALS

Dolores Costello, John Chapman, Patricia Bowman, Peggy H. Joyce, Mr. and Mrs. Aldous Huxley, Robert Trebor, Maurice. Lehman, Olga Pe-trowa, Jos. I. Breen, Thomas Mann, W. P. Lipscomb, Bob Stern, Jimmy Campbell.

IX NEXT YEAR

British Stance on U.S. Pix

Attitude of an independent observer to motion pictures is indicated in a report issued here by the Department of Overseas Trade and compiled by the Trade Counsellor at the British Embassy in Wash-

ington.

Report sees 1936 as the industry's most prosperous year since 1929, though exhibitors are not held to share prosperity of producers and distributors. For this one adverse comment overseating is held

Que.

Color and television are regarded as ollywood's major headaches

BRITISH COAST **BUNCH SQUAWK ON GRAVET**

Los Angeles, April 13.
getting repeated kickbacks on the
display ads of Warners' King,
and the Chorus Girl, particularly on
one still of Fernand Gravet and Joan
Blondell which, some aver, is not a
shot of Gravet but a dubbed-in pic
of the Duke of Windsor when the
former king was the Prince of Wales.
Shot actually is Gravet, but is so
close a matching and, coupled with,
copy about 'ex-king loses chorus girl,
that the local British subjects have
lost all sense of humor on the subject.

ject,
Consulate is 'considering' the protests, but is not expected to do anything about it. figuring that it's the
job of the embassy or the Hays office, if anybedy's, and not likely to
brook interference from them on this
side, unless the picture kicks, up a
row, when and if shown in the British
Empire.

MIKE MARCO AGAIN TALKING PIX PROD.

Mike Marco, in New York last week for a couple of days for confabs with Jack Partington on the setup of the Fanchon & Marco office, stated that he expects to start film production within 30 days. He would not disclose the major company he is negotiating with for release. Marco's sister, Fanchon, is producing for Paramount.

Confabs between Marco and Partington, former leaving Friday

for the Coast with stopoff in t. Louis, concerned a possible realignment of the agency forces. Marco says he will no longer be personally concerned with F&M's agenti of latent for pictures once he rtsproducing himself. He added that this was the basic reason for the tie-up with the Hawks & Volck agency on the Coast to do all of F&M's film selliu

Mayer, Rubin, Thalberg, Schenck's Loew Income

Washington, April 13.
Gravy trai brought Louis B.
Mayer, J. Robert Rubin and the late
Irving Thalberg nearly three times
as much last year as Nicholas M.
Schenck, president of Loew's received, according to report to the
U.S. Securities and Exchange Comission Saturday (10).
At the top of the list of Loew's
hired hands, the triumvirate took
\$1,220,242, one of its largest siless, in
bonuses and profitsharing during
1836 fiscal year. Schenck copped
\$312,785.

and distributors. For this one adverse comment overseating is near responsible. Increased admission prices are suggested as the only solution the exhib's plight—described as the industry's most serious problem—and note is taken that dual bills remain firmly entrenched, despite considerable opposition in the industry and from the public. The quality of product, says the Counsellor, 'has greatly i proved. Voluntary censorship is generally admitted to have worked reasonably satisfactorily, and the search for story material of improved quality has exercised an invigorating influence on film technique.'

t the moment.

Report adds, ritish interests have reason for congratulation on success achieved by the best U.K. films shown in the United

Phil Lord Vs. Pathe

Trial of the \$50,000 breach of con

Trial of the \$50,000 breach of contract suit brought by radio performer Phillips H. Lord ('Seth Parker') against Pathe News was set for April 19, by Federal Judge Liebell, Friday ('), in N.Y.

Lord claims Pathe reneged on a contract made with him to produce a picture. Under the agreement Pathe, it's alleged, was supposed to pay half of the production cost. Lord claims Pathe, in breaching the contract, had caused him to go to the expense of engaging another producer.

SEE A NEW N. Y. TAX RAP ON **SHOW BIZ**

Albany, April 13.

There is considerable talk around here of putting through a tax on theatre admissions, to partially replace the \$29,000,000 loss anticipated through defeat of the additional to gas tax. Fuel levy was proposed by Governor Lehman as part of his tax program to balance the state budget.

Peport circulating is that the legislators will recess for a couple of weeks, and on their-return will pass some tax measure to make up the deficit.

Since the collapse of the gas tax, Democratic assemblymen who opposed Lehman's measure are looking around for another source. They are investigating, Ohio's theatre tax law ith an idea of fashioning a measure in N. Y. along si ilar lines.

CAPRA AND COLUMBIA

Relations Still Strained, lieved Vacash Will Cure It

ifferences Unless conti ifferences between them can be ironed out Frank Capra and Columbia may come to a parting of the ways. Director and producer, on a vacation i the east, sailing for Europe today (Wednesday), in company of Robert Riskin feels that the continual bickering isn't helping either bi the Columbia product. Metr field for Capr.' servit Feeling around Columbia Unless conti

neld for Capr. 'servi Feeling around Columbia studio, on the Coast, however, is that he'll be all right after a holiday, nd if things are still strained maybe a picture in London . Ill give him the change he desir

Borzage's 1st at Metro

Frank of zage's rst directing job at Metro ill be Three Rooms in Heaven," with Joan Crawford, and Spencer Tirey in the leads. Joseph Mankiewicz will roduce from Lawrence Hazzard's ser nplay of Katherine Brush's origin

600 TO BE TILTED

Number of Pictures Will Be Generally Decreased on New Season's Programs and Quality Generally Improved-Convention Plans Being Set by All Cos.

EARLY SELLING

For the 1937-38 season producer

For the 1937-38 season producer-distri utors may not schedule more pictures than, they did this year, chances ing good, instead, that not as many will be turned out, but all advance indications, based in part on very definite plans, are that many more millions ill be poured into the product than ever befor tory. Higher budgets are being set not only because production costs have risen as much as 25%, according to some claims of distributor bosses, but also because the tendency is to want to turn out more so-called A pictures and fewer.

Not only for the reason that production costs are up but due to a keen desire in all companies to increase quality of pictures, some companies are likely to announce shorter programs so that the money to be spent can be more liberally spread around. Paramount is one such company. Instead of scheduling around 65 pictures, which it has for years, Par may turn out as low a program as 52 kut not more than 60, exact figure not having been set.

According to distributi executives, most other companies are planning to announce about the same as for this year. Grand National, which made its debut this season, is increasing and, according to Edeskay, will attempt to turn out 65 as against 45 this year, with the 1937-32 budget more than double what it was for this season. Against this increase, however, Republic may schedule a smaller program, reducing the number of westerns. J. Milstein, general sales manager, has determined to the continued on page 76).

Kent's London Advent Starts **More GB Rumors**

London,

of the constant stream of rumors about the Caumont-British muddle is to the effect that Sid Kent is here with the idea of buying out the Ostrers' controllin interest in the company.

According is story, which comes from an unofficial but substantial source, Kent is now acting for American interests (20th- ox and Loew-Metro); plus Lord. Beaver-brook, Will Evans an some other local igwigs. This set-up has, of course, been talked of before, with Evans logical choice for theatre oper

Evans logical choice for theatre oper Accordi to Maxwell would have no spot new lineup, with Kent endeavoring to effect a settlement in the present dispute between Maxwell and the Ostrers. This, too, lines up with the most recent set of rumors about Maxwell's position in the affair, hould the deal eventuate, Eesvery-prook, Evans and Sydney Wright would join the G-B board.

Injunction application against unmort-British, pending trial, to restrain payment of dividend on preference shares, was denied Friday (9), with the court offering a stern rebuke to the petitioners. Ruling's not concerned with voting control, but with legality of the payment.

PROD. COSTS FOR Ford, Garnett and Cowan Talking Indie Prod. Deal for Quality Pix

Hays to Coast

Will Hays is making plans to shove off for the Coast in the next week or 10 days. It will be his reg-ular spring trip to Hollywood. He expects to be gone about 45. days on the current jaunt.

SELZNICK AGAIN NIXES M-G'S **RETURN BID**

Hollywood, April 13:

Talk of David O. Selznick return-ing to the Metro lot, where he was formerly an associate producer, has been on and off for some time, but the United Artists unit producer has again turned down the bid. He's not interested at the present time, he

says.

Selznick is reported having been

Selznick is reported having been offered a five-year contract along lines similar to the one held by Irving Thilberg. However, he claims, he prefers to maintal is own individuality.

Apart from Selznick's relations to Louis B. Mayer as son-in-law, the loaning of Clark Cable for Gone With the Wind' and the off-and-on talk of Norma Shearer for the part (now cold) had further strengthened the reports.

LOEW-M-G EXECS **OFF TO LONDON**

Loew-Metro contingent sailing today (Wednesday) for London will
straighten a number of important
foreign production and executive details. J. Robert Rubin, Loew's, Inc.',
p., will handle the final details on
Metro's British production plans,
and undoubtedly will also sit in with
Sidney R. Kent, 20th Century-Fox
president, on the Gaumont-British
muddle, which has both Loew-Metro
and 20th interested.
Ben Goetz, who will head Metro's
broposed London production setup,
is also on the boat. Bob Ritchie,
talent scout is not sailing until next
week. Both have been virtuallycommuting between the English
capital and Hollywood. In the past
fortnight they, along with Ben Thau,
huddled with Louis B. Mayer on the
Coast.
Michael remaini west
another three four weeks. Balcon is the former CR production. Loew-Metro contingent sailing to

another three four weeks. Bal-con is the former GB producti n chief who will be in physical charge of Metro's film-making in England. He is lingering west in order to get the first few of his stories in proper

MURPHY'S BEESMEYER

n Ford, Tay Garnett and Lester Cowan are reported a new trinity deter, ined to move into the quality film production field, and now shopping around for a studi Group furned to Republic but Rep turned out to be in no position to sell even sublet, having lease trou said lease bein in the hands of Guaranty Liqui ating Corp., of which Harold Murphy, former head of National Screen trailers on the Coast is prex.

is prez.

Murphy, sent trying to make the trumvirate frequency at the Republic studios repres buy and that the litigation involved is not i surmountable. Murphy's group got the studio when Mack Sennett folded.

Ford, for 20 year: for for Fox, RKO, Goldwyn and U, is at present in Honolulu, where his son is convalescing from an appendectomy. After his son is well he plans to conti ue on to Samoa, where he will do the sca shots of 'Hurricane,' his present feature for Goldwyn.

Garnett and Lester Cowan, former see of the Academy, both are out of town and are fighting shy of any press contacts till they have a studi signed. Cowan has been makin, trips to New York on the money en and that is reported all set. Release, (Continued on page 11)

Par to Roadshow 'Souls'; 'Courageous' Into Astor

Paramount's 'Souls at Sea,' several

Paramount's 'Souls at Sea,' several reels of which were shown Par partners at the recent Miami Beach convention, is in line for roadshowing. It would be the first two-a-day picture for Par in some time. Metro is spotting 'Captains Courageous' as a roadshow into the Astor, N. Y., to follow 'Goad Earth.' Company is giving it a two-a-day tester at the Locust St., Philadelphia, starting Monday (19) at \$2 top.

PARIETY MARIETY

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FILM, RADIO, MUSIC TRADES UNITE AGAINST WORLD COPYRIGHT TREATY

Reed's Double Duty

Working under J. Cohn, produc-tion manager, Reed will handle the production reins on an original, which Leonard Lee is scripting, and on The Gravy Game, ith Rowland Brown

RAINER, MUNI VOTED GUILD'S BEST IN FEB.

Hollywood, April 13.

Luise Rainer and Paul Muni shared the Screen Actors' Guild award for the best performance in February. Votes went for their work in Metro's The Good Earth.' Bonita Granville got top honors as the best supporting player for her part in Paramount's 'Maid of Salem.'

Soph's Metro Debut

Motro has bought Frances Marion's Molly Bless You' for an Edward Chodorov production, with Wallace Beery, Sophie Tucker and Judy Gar-land in cast. Novel carries dedication to Marie

Alice Duer Miller, who has been working on the script of 'Goldwyn Follies' with Bert Kalmar and Harry Ruby, has returned to New York. Her commitment was for six

vel carries dedication to Marie sler. It's Soph's first at Metro. Her 'Follies' Finished Hollywood, April 13.

Hollywood: April 13. Moving over to Metro from War-ners' writing staff, Tom Reed will be an associate producer, as well as scenarist.

Hollywood, April 13,

Hollywood, April 13.

State Department Pushing Ratification of International Convention-Americans See Selves Victims of Foreign Customs

Washington, April 13.
Objections of broadcasters and film producers to immediate American entry into the World Copyright Union were laid before a Senate Foreign Relations subcommittee Monday (12).
Why the State Department

With the State Department applying renewed pressure to bring about ratification of the international treaty, spokesmen for the radio and picture industries entered strong protests against U. S. adherence until domestic laws are revised to provide ample safeguards for our rights. Backed by music publishers, Edwin P. Kilroe, counsel for Motion Picture Producers & Distributors, and Sidney M. Kaye special attorney for National Association of Broadcasters, insisted severe demange may be done by premature signing of the Berne convention.

On premature signing on the Berne convention.

Only advocate of American adherence at the first committee hearing was Congressman Robert Luce of Massachusetts, who spoke as an author instead of a legislator. Giving no reasons, he averred this country should not delay longer in joining the world group. Suppport of American Academy of Arts and Letterwas expressed via telegram to Sensor F, Ryan Duffy, subcommittee chairman and author of the Duffy copyright revision bill.

Complications

Complications

Complications
roadcasters, Alm producers and
music publishers all took the same
slant opposing quick adherence.
Noting that many controversial aspects of copyright are being debatethere and abroad, they were fearful
that the treaty would take precedence
over our outmoded law, require
waiver of traditional American concepts, and limit rights of U. S. copyright users.
Explaining he is whole-heartedly

right users.

Explaining he is whole-heartedly in favor of the Duffy bill and that radio is not hostile to the general idea of American entry into the union. Kaye said the broadcasters must insist upon reservations in the treaty which will properly safeguard their interests and simultaneously feel adherence should be preceded by law revision here.

'Broadcasters have been in the property of the

reet adnerence should be preceded by law revision here.

'Broadcasters have been in favor of a revision of the antiquated and out-moded Act of 1909,' said Kaye. 'We are not, however, in favor of throwing away the dirty water before we get clean If, without a comprehensive revision of our own law we attempt to adhere to the convention, a chaotic condition will of necessity arise, and this is equally frue whether we adhere to the treaty without any revision of our law or whether wad adopt an inadequate and fragmentary statute.

'The Copyright Law of the United

Samuel Goldwyn has bought the screen rights to We Are Not Alone, novel by James Hilton, who authored Lost Horizon.

Goldwyn's Hilton Book

Production plans unknown. Deal set by Robert Thomas Hardy.

Theatre-Shops Commercially Tie In on Radio Costs

Kansas City, April 13.

Fox Plaza Theatre, Ottawa, Kansas, (75 miles from KC) and station KKBY have a tie-up. Theatreman Melvin Miller pays for time and line charges for hour show once a week remoted 'rom the stage of his theatre by KXBY. Miller i turn has sold spots on the program to five co-sponsors in Ottawa.

Each Friday night Mi augments his flicker bill with flesh, using local talent and the 'Barn Dance Group' from station KXBY. Latter includes 'Squire Perkins and His Mileskinners and 'Happy' Long. For inaugural iring theatre also hired talent from WHB Kansas City staff. WHB understood that station WIBW of Topeka was to carry the broadcast. WHB talent gave all to the KXBY mikes.

HARRY CONN GOES METRO

Hollywood, April 13.
Metro has signed Harry W. Conn
to writing contract.
Scribbler was formerly highest
paid air writer at \$1,500 weekly, with
Jack Benny's show.

BLAUSTEIN, U'S STORY ED

Hollywood, April 13.
Universal has handed Julian Blaustein the story editor spot after Betty Roberts resigned.
He moves up from assistant.

MPTOA Radio Committee to Test Problem Via Exhib Questionnaire

With the committee of four set up ever possi by Ed L. Kuykendall on radio com-petition scheduled to hold its first meeting Tuesday (20), leaders and advisors in the Motion Picture Theatre Owners of America are studying the situation closely i the hope of

atreaty without any revision of our law or whether we adopt an inadequate and fragmentary statute.

The Copyright Law of the United States would, in either of such cases, consist, first, of the Convention of Rome; second, of such parts of our own statute as would remain in effective, and third, of such portions of the common law as must remain operative. How much of our statute law would be repealed and how much would remain effective, the will not in any way increase the common law would continue to operate, what effect the what extent the common law would continue to operate, what effect the international convention would have on the rights of our own citizensal it nesse are questions to which it is impossible to give satisfactory answers.

The broadcasting industry makes constant, daily, hourly, and minutely use of copyright works. The prosisions of our statute with reference to minimum penalties are so onerous that if the industry conti in a state of doubt for even one week and made the wrong decisions on the mooted points which will arise the damages which might be pilled un against the industry would be surficient to sacrifice the assets of all broadcasters to foreign judgment; American users would be liable for heavy penalties under the domestic. Law for violation of requirements covering additional classes of work material upon which automatic copyight has been granted, protecting moral rights of authors, and so forth. Kaye pointed out, warning that multiplication of infringement stifle to the continued on page 75).

and assist it in all

Ways.

Stance
The job of the Vincent committee, as spokesmen see it, is to find some way of convincing the major producers that appearance of artists and scenes or songs from films is detrimental not only to theatres, with certain exceptions, but also detrimental to the distributors who, in most cases, under percentage playing of pictures, are partners with the exhibitors.

East-West Palsy-Walsy Nowadays

There are evidences that the division of operations between the west and the east are being dissipated gradually through cooperative and general efforts of the higher-up executives of both slopes. Breakdown of the unseen wall that has kept apart the eastern home offices from the Hollywood settlements is the natural cause of an unprecedented migratory wave of home office officials, during the past year; and still continuing, to the Coast.

There appears to be a distinct missionary determination, for the first time, among eastern executives to really try and understand its Pacific allies.

There appears to be a distinct missionary determination, for the first time, among eastern executives to really try and understand its Pacific allies.

Home office exces no longer travel to the Coast for mere confabs or social calls but are beginning to make zealous study of the whys and wherefores of the studio end, in order to understand things well. It has been charged that second guessing has long been an eastern pastime. The long-distance slant of the creative side of the trade is being narrowed by these more frequent and longer visits to the Coast by home office officials. Thus, the idea that the Coast had to wag the eastern end to stay put is being washed up. Probably the biggest boost to this new deal in the trade has come via the recent example of Leo Spitz, president of RKO. Spitz, turned only recently from a three-month stay on the Coast, put long hours of study and conference with studio officials. From the Coast it is learned that this persistency on the part of Spitz to stop over with his company's western representatives has brought a new understanding between the two slopes of RKO.

RKO is not alone in this respect. Paramount's theatre chi instrom all parts of the country, and Par's home office officials, headed by Banney Balaban, company president, hiked to Hollywood for a stay and survey of the studi And how well it's worked out already is recent history.

An outstanding example in respect to the west-east accord has been set by Loew's. During the past month, for instance, almost all of the home office higherups of that firm, including Nicholas M. Schenck, Al Liehtman, J. Robert Rubin and Leopold Friedman have been on the Coast for study and conference.

Probably as in no other firm, this persistent will to understand and appreciate the Coast end is most successfully accomplished at Loew's. This is attested to by the fact that the Loew home office exces are almost in constant travel between New York and Hollywood.

Radio Film Broadcasts

'The Woman I Love'
Airing of 'The Woman I Love,' Miriam Hopkins' starrer for RKO, on Campbell Soup's 'Hollywood Hotel' over CBS Friday night (9), could be used as ammunition by the exhib faction vs. picture radioing. Broadcast of the screenplay, in 20 minutes, strictly by presentation in disjointed scenes, with a commentator filling some of the gaps, was not at all complimentary to the finished product.

In broadcasting this straight dramatic effort, RKO tipped its mitt on the plot, besides handicapping Miss Hopkins, Louis Hayward, Colin Clive and Paul Guilfoyle by working with and in excerpts strictly. Without the screen and possible fine points of the complete screenplay, the episodes emerged on the air as just another eternal triangle in a war setting. The etherizing ended before the story's actual climax, although that may easily be surmised.

Performances of the players were not especially commendable and the completed and the players were not especially commendable and the players were not especially commendable.

be surmised.

Performances of the players were not especially commendable on the air.

In a couple of the scenes between Miss Hopkins and Hayward, there was a noticeable lack of the dramatic quality which the script called for. In front of cameras, retakes would have been the order. On the air, it was final—and it must have hurt. Major portion of the criticism of the air performances, however, could be leveled on the radio version of the script rather than the players. After working for weeks with something that was complete, they were asked to play hop-skytch with the screenplay. The radio effect was just that.

'Top of Town' Credits Radio

"Top of Town' Credits Radio

Successful application of a network radio broadcast to obtain the ultimate in exploitation of a network radio broadcast to obtain the ultimate in exploitation possibilities is now credited with having contributed materially to the business enjoyed to date by "Top of the Town." that several radio personalities, including Gertrude Niesen, Ella Logan and Jack Smart are in the film's cast and figured prominently in the mai radio broadcast, March 25, are rated as helping initial patronage for Universal's musical feature.

The Top of Town' broadcast was on 'Hollywood Hotel' hour, with about 10 members of cast on the program. Program was considered only a series of gags but six outstanding tunes from the picture were plugged, with the principals from the film singing the numbers as they do in the feature. Plot was not revealed.

Spotting the broadcast so that it was heard the day before "Top of the Town' premiered at the Roxy theatre, N. Y., and shortly in advance of playdates in Chicago, Miami and Boston, apparently was smart showmanship on the part of the picture company's exploitation staff. Universal officials now are inclined to believe that the presence of comparative unknowns to the picture theatregoers but familiar to radio listeners on the broadcast and definitely linked with the icture probably helped put the feature over.

Top of the Town' has yet to, receive a particularly flattering review at the hands of newspaper critics. Yet the grosses rolled up to date in four key cities have exceeded expectations. The picture showed a gross of \$97,000 for the two weeks at the Roxy, N. Y., with a third week assured but prevented by previous bookings of the house. This is less than \$10,000 away from the record made by Three Smart Girls' in two weeks at the same theatre.

At the Palace, Chicago, the picture did around \$28,000 in the first week.

same theatre.

At the Palace, Chicago, the picture did around \$28,000 in the first week, the finest coin this house has seen in a long time. Ordinary take at this theatre is \$17,000 to \$18,000. At Miami, Top of Town' ran \$500 over the average gross for the opening day, and was held for four days. The picture grossed about \$20,000 at Keith's Memorial in Boston on bill, and is being held a second week.

Universal will have a better picture of how the film will draw in Jater dated spots between the period of April 9-16, when it is due to open i about 90 first-run theatres.

about 90 first-run theatres.

day (18) and then will probably Southern Illinois are being requested swing up to Chicago. From there he is planning to visit Minneapolis, going to the Pacific Coast for conteriences with exhib leaders in Seattle, Portland, San Francisco and Los Angeles. On the way East, he plans stopoffs at Salt Lake City, Denver and Oklahoma City. Dallas will be his final stop on the 10-point matter before going abroad. Prior to looking in on the Tri-States convention at Memphis, Kuykendall is making Washington on legislative matters.

Southern Illinois are being requested by a special committee of the isplantion of all socre charges and elimination of all score charges and elimination of a

(18) and then will probably by a special committee of the anning to visit Minneapolis good the Pacific Coast for conferium with exhib leaders in Seattle, and, San Francisco and Los less On the way East, he plans fits at Salt Lake City, Denver Colonia stop on the 10-point matter a going abroad. Prior to look-not the total stop on the 10-point matter e going abroad. Prior to look-no the Tri-States convention emphis, Kuykendall is making thington on legislative matters.

Score Charges
St. Louis, April 13. this in Eastern Missouri and the control of this charge which has been irking open.

ALMOST ALL EARNINGS

The French Have a Word for It As Errol Flynn Spins His Yarn ON PIX INCOME

, April 6.
rrol Flynn, back from Spain, had
the trans-Atlantic wires buzzing, his
wite, Lily Damita, worried, and rumors flying all over Europe last
week, after reports reached Paris
that he had been both 'wounded'
and 'killed' while visiting the Madrid
front.

front.
Although Errol himself denies any such thing, and is displaying a big bump on the top of his head as proof that he was hurt, the French labelled the story a 'canard,' which means a fast one. Papers here call it a publicity stunt which did not go down

licity stunt which did not go down so well.

How the original rumor started, none of the scribes in this town could discover, but it was important enough that calls be put in for Madrid, Barcelona and Valenci, Finally, a friend here of Dr. Erben's received a message from the doctor, who went into Spain with Flynn, that Flynn was back in Madrid, but nothing was said about his injury. But the harm had already been done. Lily Damita said she has been told Flynn was shot through the side of the head and one New York paper (The Daily News). had the actor (The Daily News) had the actor

flynn, back today (6), had a story of his own. Seems he was on the

of his own. Seems he was on the Madrid front watching an exchange of artillery fire. A shell landed about 50 yards away from him, causing a large piece of plaster to fall on his head from the house in which he and the doctor were taking refuge. T was knocked out cold for four hours, he continued. When I came to, the doctor was bending over me saying, drink this. Sunday morning I left by road for Barcelona, took the Monday morning plane for Toulouse and the night train from Toulouse to Paris.

First time I knew I was supposed to be dead or wounded was when I arrived in Paris. I immediately called my wife and told her the true

called my wife and construction.

Despite all of which, there are still a great many here who think of it all as a canard. And Flynn sails for New York April 14, where he can relterate his story.

Cukor's 'Wind' Aides

Atlanta, April 13,
When and if 'Gone With the Wind'
goes into production, Selznick-International plans to surround Director
George Cukor with plenty of aides
to insure authenticity for pic.
To this end Susan Myrick, newspaperwoman associated with the
Macon Telegraph, will be one of 15
Georgians, authorities on state's history, customs, dress, manners, etc.,
appointed as advisors to Cukor.
Wilbur G. Kurtz, Atlanta artist and
histori has already been selected.

nistori has already been selected.

New Orleans, April 13.

Director George Cukor here
Thursday () on scouting mission
with several aides and to interview
several outstanding players on local
Little Theatre's roster in search for
lalent for Gone With the Wind?
Cukor will remain here for nearly
a week, looking over talent at Loyola
and Tulane universities and Newcomb college. Cukor talked with
family of Adele Longmire. Little
Theatre
who was screentested by Selznick but turned down
picture bid. He said no decision had
been reached. Longmire family still
believes gal is too young. Cukor
thinks se is one of best screen
prospects he has seen in sometime.

Here with Cukor are Thomas
Douglas and John Darrow, scouts,
and Hobe Irwi, art director. Party
came here from Atlanta where they
went on si ilar mission.

Ken O'Brien's Wedding

John Stone Pinch-Hitting While Wurtzel Vacashes

While Wurtzel Vacashes
Hollywood, April 13.
John Stone, Sol M. Wurtzel's associate producer, is handling the
duties of his boss while the latter is
vacationing Honolulu. He has
eight stories in preparation and six
films in the cutting room.
Stone will start five pictures within a month; Jones Family, a Jane
Withers feature, 'Laneres Spy,' which
Gregory Ratoff will direct; the second in the 'Mister Moto' series and
'Charlie Chan on Broadway.'

PELLETIER WILL WAVE STICK IN PAR 'B'DC'ST'

Hollywood, April 13.
Wilfred Pelletier, Metropolitan
Opera conductor, will direct the
Paramount symphony ork which accompanies Kirsten Flagstad the
diva's Wagnerian number for "The
Big Broadcast of 1937."
Pre-recording-tests and rehearsals
of the number will be made in the
Astoria studio. Filming will start
May 15.

COL. SCRIB LIST UP TO 33, TOPS IN YEARS

Hollywood, April 13. lock of writers working at Co-lumbia last week totalled 33, with 20 under contract, top figure at the studio for years. Six femmes are on the contract

Six femmes are on the contract list, all-time high for the contingent.

H'wood C. of C. Prexy Maps Talent Safari

Maps Talent Safari

Hollywood, April 13.

Still Mardi Gras-minded, Morris J. Nelson, prez of the Hollywood, Jr.
Chamber of Commerce, has headed east in connection with a national film talent hunt planned by the organization. He'll visit Dallas, Memphis, Denver, St. Louis, Kansas City, Washington, Buffalo and New York. Details of the proposed carnival will be discussed with junior chamber heads in the various cities. Plans call for separate talent hunts in each city, with finals being staged in Hollywood this fall. First and second place winners would be given film tests and short term contracts,

MA KNOWS BEST

Court Tilts Ante for Mauch Twins When Mother Squawks

Hollywood, April 13.
When Warners went into court to have its contract ith Bobby and Billy Mauch, twins, approved, their mother kicked and the judge raised the ante to \$550 per week each. She asked nothing for herself as their manager, but the studio voluntarily put her the payroll for \$150 weekly.

weekly.

Her protest against the original contract was that the boys are earning more than twice their studio salary through radio and other sources and would have to turn back the excess to the studi

Kenneth O'Bri Douglas and John Darrow, scotts, and Hobe Irwi, art director: Party came here from Atlanta where they went on si ilar mission.

Metro's Berlin Find

Berlin, April 13.

Rose Stradner has been signed by Metro for Hollywood.
She's w.k. here in legit, though not so much i

See Loew's at \$16,000,000 to \$18,000,000 Net This Year-20th-Fox at \$12 .-000,000 to \$14,000,000

THEATRES HELP

trade estimates higher earnings for most of the film companies this year as compared to last year. Only one or two firms may not come up to ex pectations ich are affiliated Those compani with theatres are the leading income pacers, this group including Locw's, 20th' Century-Fox, Warners, Para-

mount and RKO. Based on the present run of income, experts estimate that Loew's should be showing from \$16,000,000 to \$18,000,000 The 20th

from \$12,000,000 to \$14,000,000, and Paramount's estimated net for the year is being put at around \$10,000,000.

Twentieth Century-Fox, not counting possible dividends from its affiliated theatre chain (National Thetates) for the first quarter this year is expected to show over \$2,100,000. Paramount's take for the first quarter is estimated at around \$3,400,000.

Warners' second quarter, while not expected to be as big as that firm's first quarter earnings of more than \$2,000,000, nevertheless will be of a substantial size.

substantial size.

RKO may show around \$750,000 net for its first quarter this year.

Greatly increased theatre earnings plus the fact that the firms are offering a higher standard of film entertainment combines to build up this company take. This, of course, is with due regard for the improved general conditions around the country.

Strength of Loew common in the past week, which carried it to new high ground just before the entire stock market sagged, is held in Wall street to be due to glowing reports (Continued on Page 20)

NED MARIN LEAVING M-G FOR AGENCY SPOT

Hollywood, April 13. Ned Marin quit the ranks of Metro producers this week to become a vice-president in the Feldman-Blum agency. Marin a veteran film man with broad experience in dis-tribution and production.

was sales head for First tional before going into production. From that plant went into producer spot with Fox and then moved over to Metro five years ago.

Dorothy Hall's Film

Dorothy Hall, star of Behind Red Lights' at the Mansfield, N. Y., is set for a one-picture chore with 20th Century-Fox this su She re-ports at the studi show closes on

Lombard's 'Confessions'

Hollywood, April 13.

Paramount has bought the French
novel, 'Mon Crime,' title to be
changed to 'True Confessions' by
permission of Fawcett Publications,
which owner the 'title to the Paramount has bought the French novel, Mon Crime, title to be Katz, of Met.o. is on her way to be changed to True Confessions by permission of Fawcett Publications, which owns the title to the mag of that name.

Carole Lombard gets: the lead and Albert Lewin directs.

Ray Doran, film player, als ill stop in New York briefly next week on her w y to a European loat.

TRADE ESTIMATES Hollywood's New Sports Pix Cycle; **Gamut from Gee-Gees to Grunters**

Reunion at WB

Hollywood,
For the first time since 1915,
Harry L. Davenport and his
son, Edward — representing
the ninth and 10th generations
of an acting family, worked in a
lating together at Warners
last week.

Time previously was when the father was directing for Vitagraph in Brooklyn and the son, then three, played a part. The father is an uncle of John, Lionel and Ethel Barrymore.

MISS SHEARER AND METRO IN **6-PIC DEAL**

Hollywood, April 13.

Norma Shearer and Metro are talking a new contract to replace the deal she had with Irving Thalberg to make six pletures. Paet was made prior to Thalberg's death, but she had never made a picture under it.

Miss Shearer's initial picture is expected to be 'Marie Antoinette,' which will be produced by Hunt Stromberg, who is now completing the script. Second will be 'Pride and Prejudice,' which probably will be produced by Eddie Mannix. Studies are selected and the script of the script. Likely the initialer will go into Judenstood Miss Shearer will receive a flat sunderstood Miss Shearer will receive a flat sum and percentage the profits under the writ.

PAR INTENT ON FILM PRODUCING 'CARMEN'

Hollywood, April 13 Paramount is going ahead with plans to produce 'Carmen,' to which it owns operatic screen rights, despite permission granted by the title holders of the musical property to Universal for Deanna Durbin to

to Universal for Deanna Durbin to sing excerpts in one of her forthcom-ing starring films.

Howard Estabrook will produce for Par and is now looking for a suitable actress for the title role.

Nancy Carroll's Indie

Hollywood, April 13.

Dudley Murphy, head of the newly organized Associated Artists. Ltd., London indie producing outlit, has signed Mancy Carroll to star i the company's first scheduled, production, This King Business. Dashiell Hammett wrote the story.

Picture will' be produced here, starting in July, with a male lead yet to be selected. Lesti Howard is partnered in this outlit. Howard issued a statement clarifying his connection with Associated Artists. He is, not participating in the management of the newly organized company and will have nothing to say about production outside his own unit, one of several to be embraced by Associated, each with its own star, director and producer. Murphy is acting head of Associated and is negotiating for a name producer to head the com any permanently.

2 COAST MARYS SAILING

By FRANK SCULLY

By FRANK SCULLY

Hollywood, April 13.

iguring that the radio boom in sports stuff will have its repercussions in a similar interest on part pleturegoers, major studios are looking around for additional talent which can take it in closeups and dialog. Looks like paradise for the palookas, especially for those who can clown a bit.

Fight pictures, except as comedi where the fight sequences are played down, are rated n.s.g., but producers believe they can get somewhere with everything from tennis to horse-racing, and that even a good rassling comedy might go. Town is overboard with grunt-and-groun boys, and even in the arenas these are being taught to read lines.

Santa Anita track is busier these days than it was during the racing season. ive pix are down to go on from where Three Men on a Horse left off. The Marxes, Dietrich, Beery, Gable and Harlow are all doing, or pencilled in to do, a lot of cheering in the homestretch.

Helen Wills and Allee Marble have been tested for tennis numbers seven reels instead of sets, Frank X. Shields and Fred Perry may have their moments soon also. Producers feel the gals would be better box-office, but the job is to find a tennis champ who can act.

Helen Wills, famed for her pokerface, didn't lighten her Buster Keaton deadpan any too well in tests. Alice Marble did better, but she has told Par it's no dice on the professional thing until Wimbledon and Forest Hills are part of this year's past glories: tudlo has herverbal agreement to come back next winter.

winter.
Success of Sonja Henle in 'One i
a Million' has already moved winter
sports in A-rating for pix. Par's
Met Him in Parls' has everything i
it from tobogganing to skl-jorin
with Claudette Colbert as champ of
the Ulbirger Social Henle is work the Vikings. Sonja Henie is woring on another freezer right now.

Except for 'Kid Galahad,' no fight picture is showing soon, chiefly be(Continued on page 20)

MUNI'S 'PANAMA CANAL' MAY FOLLOW WB 'ZOLA'

Hollywood, April 13,
'Panama Canal' has been dusted off
at Warners and is being readled as
a possible vehicle for Paul Muni
after he completes 'The Life of
Emile Zola.'

Camera crew is now at Yuma, Ariz., for atmosphere shots along the All-American irrigation canal.

Stewart on Loan for 'Lady' Opposite Rogers

Hollywood, April 13,
James Stewart has been borrowed
from Metro to play opposite Ginger.
Rogers in 'Vivacious Lady,' which
goes before the cameras at RKO
tomorrow (Wednesday), George
Stevens directing. Pandro Berman
will produce from an ori inal by,
L. R. Wylie and screenplay by
Anne Morrison Chapin.
Others in cast are James

Others in cast are James borrowed from Harry Sherman; Bainter, Donald Crisp and Virgini Weidler.

Agent Bill Delayed

Sacramento, April 13, ill in the general assembly li iting agent contracts with clients to one year and their commission to jobs obtained directly for clients has been held in the committee on capital and labor until this week.

Group of Hollywood agents, posed to the measure, asked committee to postpone acti

Lefty Meets More Gone-Hollywoodians U COMMON STOCK ON

By Joe Laurie, Jr.

Hollywood, April 13.

Hollywood, April 13.

Dear Joe:
Well, California is swell, they tell me. There's plenty of scenery and I saw snow on the mountains, So what? It rained this morning and a native at the trailer camp sed, Isn't weather marvelous? We've been waiting for rain, it cools severything off and makes it pleasant. This afternoon it stopped raining and the sun came out, and the same guy sez, 'Well, the good old sun is with us again, ain't it grand?' You can't stop these Californians, not even for a match.

not even for a match;
Hollywood is a nice town. It reminds me of Mobile, Alabama, only
it's larger, It's really a two-streeter.
Hollywood Blvd, and Vine street;
you walk up one street and down
the other and go into your finishing

the other and go into your finishing song.

At night it gets plenty cold and me and Aggie had to burn up our good notices to keep warm. It wasn't a big fire. To make it double tough, our trailer is overrun by ants. But the way things are going with us I'll move them ants in two weeks; they'll just die of starvation.

Aggie loves the place. We took ride the other day to kinda look around and see how the other half lives. Well, Aggie is a nature lover, you know, she gets screwy when she sees a tree, any kind of a tree. I don't know where she digs up all that enthusiasm at her age. And since we're out here she's talking baby talk; someone musta hit her with some school books. I don't know, I guess it's the climate or somethin'.

baby tak; someone musta in ner with some school books. I don't know, I guess it's the climate or somethin.

She saw a big elephant going into a studio and she sez, 'Aw Gawd love it, ain't it cute?' Can you imagine an elephant bein' cute? It's like say-in' Man-Mountain Dean is 'darling'. An', she's kinda hintin' that they need someone to take the place of Marie Dressler, and if she had some good material for a test she'd show 'em who could do it. Well, you know, Joe, Aggie never had much talent, but those are, the kind of people that get the breaks out here they tell me. .. but that's only a sucker's cry. When they see a guy lifti 'the shell with the pea under it, they holler 'fake' ... and me and you know it's all on the level.

No Crashing

No Crashing

is, they holler 'fake'... and me and you kriow it's all on the level.

No Crishing

I tried to get in a lot of the studios to see my pals, but it's harder to get in them places than to get a full week in vaudeville. So somebody advised me to write to them. So I sent out a load of mail last week that would make Jim Farley think the post office will get off the nut this year. I told all my pals who are away up in the picture racket that I am in town and would like to get in on the easy pickings. So far I haven't heard a word from any of 'em. But I guess they're pretty busy fixin' up their income taxes; it takes them longer to do it because they're makin' so much jack and everybody has a record of it, sit's hard to skin the government unless you take your time. I guess they'll write me soon, and then I'll be all set. Meanwhile I'm tightenin' my belt and I'm beginnin' to look like an hour glass.

There's a lot of guys I met and everybody sex, 'It's so nice to have seen you, Lefty. You must come to the house for dinner,' and them the leave you flat and you don't know where they live. So when gurden where they live. So when gurden and all about his big ranch, I grabs him before he aget away and asks him, 'Where do you lives'' Well, I had him there, so he gives me the address, but I see his heart a firt in it.

So me and Aggie unhitch the trailer and ride around until we find the place. And if you think Brooklyn is a tough place to get around in you should try it out here. One bad turn and you 'find yourself in the desert. Well, Instead of a mansion and a big ranch, this guy is got a quarter acre and an old piano box made over into a house. He puts an addition on it every time he gets a couple days' work in the pictures. It tried to find the bathroom a dozen times and found myself on the porch. But it's all stuckoed up and painted furthed to find the bathroom a dozen times and found myself on the porch. But it's all stuckoed up and painted furthed to find the bathroom a dozen times and found myself on the porch. But i

me a lot of good tips about the pitcher business. He knows every angle of how not to get in.

ime a lot of good tips about the pitcher business. He knows every angle of how not to get in.

I get a great kick meetin' the old vaudeville gang. Met Al. Herman; now there's a swell performer and he's doing swell work in the pictures when he gets a chance. Gee, I've seen him lots of times; you'd imagine they'd grab a guy like him and put him under a life contract with what he knows about comedy. Then I met Sidney Fields, Eddie Davis and Matt Brooks—they're writing for Eddie Cantor and doin', a swell job. Saw little Seymour Felix. You remember Felix and Caire? Well, he's out here and a big director. He did the dances for the Ziegfeld' icture, which is plently something. Frank Scully, the writer, is out here and has a swell hut and is busy with a lot of stories; he has enough experience to write a dozen great pictures if he just, wrote what happened to him. And Nat Ferber, the guy that used to write those great stories on the N.Y. American, well, he is here writin' a novel and he told me some of it and, boy, will the picture people go for that. Claude Binyon, the guy that wrote that very funny stuff on Variery is out here and gettin' plenty of screen credits. Joe Bigelow, another Variery rungs, is just started at Goldwyn's and I know that guy can write more laughs on one page than they can use in five pictures. Howard J. Green is another vaudeville writer who is doing bi out here. You remember him when he was with Milton Hockey producing those swell vaudeville acts? Bing Crosby is as regular as ever and he's making so much dough he had to buy race horses to get rid of the surplus.

And I met a lot of the music guys too—Dick Whitting, Mack Gordon and Harry Revel, Louis Silvers Sidney

dough he had to buy race horses to get rid of the surplus.

And I met a lot of the music guys too—Dick Whiting, Mack Gordon and flarry Revel, Louis Silvers, Sidney Mitchell, Lew Pollack—and they're bangin' out plenty of swell tunes. And talkin' about swell tune writers, ran into Neville Fleeson; they'll grab him soon because he can write with the best of 'em . . . plenty of class and sophisticated stuff. An' talkin' about great writers, I met Irving Berlin, and, Joe, he is the same sweetheart we used to know at old Ted Snyder's place, and he ain't got the little colored guy (they say writes his tunes) with him either, but is he banging out hits! He's top man. He must be makin' plenty of dough, he had a swell suit on. He's just my size too; I'm savin' him.
They've all been swell to me Everybody sed, 'Hellô, how ye doi', Lefty?' So all you hear about a lot of guys changin' when they hit Hollywood is under-exagerated.

Will tell you more the next time I nush ink your way. Sez.

CURB LAST FRIDAY

Universal Corp. common stock voting trust certificates were admitted to trading on the N. Y. curb exchange last Friday (9), with actual transactions starting same day. Opening price was \$8 per certificate, and narrow range was maintained for first three trading sessions, fluctuation being from 7% to 84.

Curb listing committee approved listing of 1,014,013 2-3 certificates of common for this corporation but only. 525,681 are outstanding. Universal Corp. also has \$4,000,000 of 10-year convertible debentures outstanding. They draw 5%. This corporation is the holding company formed in March last year to acquire controlling interest in Universal Fictures Co., Inc. J. Cheever Cowdin is chairman of both companies.

Universal Pictures Co., and subsidiaries showed a gross business of \$17500,000 in the year ended Oct. 31.

sidiaries showed a gross business of \$17,500,000 in the year ended Oct. 31, 1936, according to the listing application filed with the curb exchange.

Incorporations

NEW YORK

NEW YORK
Classon Amusement Corp., Mathan, operate the later as and places of "amusement; capital stock, 4,000 shares, 31 par value. Incorporators: Gertrude M. Conroy, Greit & Z. Emission, 12 par value. Incorporators: Gertrude M. Conroy, Greit & Z. Emission, 12 par value. Incorporators: Gertrude M. Conroy, Carlotte and Substantial Substantia

atrea, amusement places, etc.; capital atok. 100 shares, 310 par value Incorporators. Called and 10 of 16 Court street. Brooklyn. Economic of the control of

CALIFORNIA

Sacramento.

Round-The-World-Oddlites, certificate of dissolution, County of Los Angeles.

The Credit Club, L. A.; outdoor sports; capital, 28 shares, no par. Directors Song Club, Frank Stone, and M. Palpare Frank.

Schneideve.

Palmer institute of Authorship, L. A.;
capital, 2,500 shares, par \$10. Directors;
Willam David, Ball, Charles J. Wilson,
L. K. Ralston, Lena B. Fowler and H. L.
Teter.
Cauthuria Films Co., L. A.; capital,
1,000 shares, no stock subscribed. Directors: Jaime die Amo, Frances del
Amo, Eugenio Camproo.

DELAWARE

DELAWARE

Dover.

National Pictures (Copp., 2100,000. D. B. Hilliard, R. M. Hilliard, H. M. Goote, Wilmington. (Copporation Fiscal Cook. Copporation Fiscal Copporation (Frankli) Mettler, M. E. Mettler, P. M. Gilkey, Wilmington, Crankli Mettler, Mex Amusement Co.; to imanage and operate theatres, and numeement enterprises; 100 starces, no par. W. E. Cum. Bond, Wilmington, Crang. Copporation Fiscal Copporation Fiscal Copporation Fiscal Copporation Fiscal Copporation Fiscal Copporation Frust Co.

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Trusmission, Inv.; to obtain sand Copporation, Copporation,

Going Places By Cecelia Ager

Net Se 'Marked' Wemen

The five young ladies who earn their livelihood as clip joint bait in Marked Woman' are pictured living a life of such inherent decency and good-fellowship that it can only be compared to the idyllic existence of the Five Little Peppers.

Away they go, all smiling and jolly, to work each night; home they come each morning, all tired out from dancing, just like little debs! The flat they share in peace and contentment is as much a stronghold of the proprieties as a select seminary for young women, and in the dawns that they don't all stroll home from work together, arm in arm, they are brought only as far as the outside door by gallant esports, who do not linger a moment thereafter.

As for the 'clip joint' they work in, it's as brightly lighted and as easy to find as the French Casino. A good swing band makes dancing pleasant, and considerately modulates its volume to accompaniment and not competition, when the girls get up to sing. Only the bones are rolled, and though the girls' employer, Mr. Ciannelli, is really an awfully mean thing the customers at least all good scouts and no Mickeys season the

the customers at least all good scouts ann no Mickeys season the champagne.

None of the girls has boy friends that the other girls want; in fact, none of them have boy friends at all, so there's no jealousy to upset their perfect companionship, and when Isabel Jewell takes Bette Davis' little schoolgirl issiter, Jane Bryan, to a 'penthouse' party, she does it only from the goodness of her heart and the dumbness of her head, and not from viciousness; at all.

These excellent young ladies—they have splendid characters full of loyalty, generosity, courage and honesty—have fine taste in clothes. When Miss Davis testifies at the murder trial she looks as if she's dropped in from lunch at one of the good tables at the Colony. They have educated diction, they have beautifully groomed colifures, they have beauting. Miss Davis has so much natural 'class,' indeed, that she finds it necessary to assume a rolling gait so that people will remember that she's in a 'tough racket,' while Rosalind Marquis' singing of. Wy Silver Dollar Man' clings so steadfastly to the literal interpretation of the lyric, it's clear she never suspects there could be another.

19th Century Kath and Harpe Tone
Though nobody's got a figure and face more to the contemporary ideal
than she—her straight wide-shoulders, her length of limb, her fatness, her
streamlined countenance, is sheer Molyneux dream-girl—it pleases Katharine Hepburn to consider herself an anachronism. What she really is,
she feels, is a 19th century virgi, and since there's nobody around from
the 19th century to check up on her, perhaps she knows best;
she is.

the 19th century to check up on her, perhaps she knows best; she is.

At any rate, she does a mighty fine job of being dewy-eyed, of rushing to the screen breathless from the sweet disturbances of her fluttering femininity, and is an example of the triumph of mind over matter, of studiously maidenly deportment putting to rout a tom-boy foundation and not quite tinkling voice.

Masking with bewitching appurtenances her structural inadequacies for the century she feels most at home in, in 'Quality Street' she proves equal to the task of controlling silly little parasols, scarves, ruchings, bonnets, and lace ruffles at the palpitant throat. She darts in and out of rose bowers, skims up and down stairs, and even comes to a halt now and then, without ever losing quaintness or showing too much that she knows she's got it. This is no easy achievement, since quaintness does not usually adhere well to a personality as dominating as is Miss Hepburn's.

Fay Bainter is skilled at quaintness too, gently embroidering hers with touching timidity, but Estelle Winwood and Cora Witherspoon are a little forceful and attack their share of the comedy a shade vigorously, so roughing up the Valentine a bit around the edges. Franchot Tone's evanescent resemblance to Harpo Marx is always most haunting when, as in 'Quality Street,' his hair gets long and curly.

as in 'Quality Street,' his hair gets long and curly.

Just a Field Day for the Femmes

There is enough gore in 'The Soldier and the Lady' to gladden the hearts of even the most sheltered little children, enough hard rides across the steppes, with swinging from one horse to another without losing stride, to make papa happy, enough self-sacriface—verybody does it, maid, mother, son and enigmatic lady—to satisfy Auntie Ruth, 'There is not, however, on and enigmatic lady—to satisfy Auntie Ruth, 'There is not, however, cuite the ideology in this saga of hair-breadth escapes across Russia and Siberia, to bring the audience rushing up from the Cameo and down from the Filmarte, for the Czar is quite a guy in this tale, and his enemies, the Tartars, are worse than American Indians.

And yet 'The Soldier and the Lady' may be subversive propaganda at that, for the hero, Anton Walbrook, has only a beautiful voice—he's glum fellow otherwise and his mustache is kind of wispy—whereas the villain, Akim Tamiroft, has lovely blue eyes and a very fetching way, in addition to a beautiful voice. It may even extend to the distaff side, since the heroine, Elizabeth Allan, but the villainess, Margot Grahame, has the aspiration to imitate Marlene Dietrich, which proves her ideals are high.

Miss Grahame admires Miss. Dietrich so much, in fact, that she feels it isn't enough tribute to out-fox and out-feather her, she sees in her a modicum of animation as well. So, in close-ups, Miss Grahame lowers her eyelids and soon lifts them—albeit very slowly—and so doing, nervously sliding Miss Dietrich's own uncompromising dead pan.

Fay Bainter's make-up, as the hero's mother, is so sensitively dejected, her demeanor so nobly hopeless, her voice so despairing in its accurate finding of the minor key, that she has suffered herself right into the next remake of 'Madame X,' if only the right people are looking.

remake of Madame X, if only the right people are looking.

Ballets and Audiences

Winding up its current American season, Col. de Basil's Ballet Russe came back to the Met on Friday night for a five-day return engagement in N. Y.

Now there a tremendous difference between a return date of the Ballet Russe and the opening of the ballet season. Perhaps in no other form of show biz is there such a vital difference in the relative significance, importance, luster, ecstasy and necessity of attendance, or a repeat date and the premiere—and so Friday night's to-do was a Grade B ballet occasion drawing a correspondingly Grade B ballet audience. The Grade B's like ballet.

The Grade A's souls command them to be seen at ballet openings; the Grade B's come to see. The Grade A's contribute to the performance, taking over the auditorium for their share; the Grade B's think the people on the stage ought to do all the work. The Grade B ballet audience, however—for all its selfishness—is regarded by many people as superior to the Grade A, since it is less studded with extraordinary sights and is a more soothing mass. There is less attendant la-de-la, the atmosphere is not so frenzied, ings in the fovers during intermission do not scare big children, men are men, nobodies admit to being nobodies, people want to return to their seats before the next number, the halooing carries only as far as the person halooed, and wedged in this group, the average clitzen is less apt to find that he's the freak.

COL'S REGULAR DIVVY

Notional Fletters Corporation.

National Fletters Corporation.

Hillbillies to H'wood

Charlotte, N. C.

Tennessee Ramblers, string band, left here last week for Hollywood where they ill appear with Gene Autry, western star, in a new picture.

It will be the second pic for the hillbilly band.

PIX SIGNING EVERYTHING

Breen Back: Foreign, Particularly British, Pix to Submit Scripts

Joseph I. Breen, head of the West Coast production code administration of the Hays office, arrived in New York city last night (Tuesday) from a three-week business-pleasure trip to Europe. Principal activity in behalf of Motion Picture Producers & Distributors was in lining up film producers in England and France so that they would submit scripts of jetures in advance to the Hays production code offices. Such a procedure would eliminate last-minute cuts and censoring after film is finished and submitted to the eastern code office in N. Y.
While a detailed report on his activities has not been made, an indication of the progress achieved in this direction by Breen was revealed by the fact that English companies already have started submitting scripts to the New York code administration officials.

In seeking the cooperation of Eng-

istration officials.

scripts to the New York Code administration officials.

In seeking the cooperation of England's producers, it was pointed out that such a method had been operating successfully in the 'U. S. for several years. The advance submission of scripts would save cutting of scenes from a finished picture to a great extent, which would benefit English picture makers in producing smoother continuity. Breen's miscionary campaign in behalf of the Hays organization was made to halt complaints of American producers that foreign-made features hit the market, with certal sensorable scenes remaining because of the old that foreign-made features hit the market with certal censorable scenes remaining because of the old method of trimming the finished pic-ture. U. S. companies felt that it placed their product, censored at the source; under an unfair advantage.

UA'S \$50,000 AD BALLY ON LOVE STRANGER'

United Artists is spending \$50,000 on a national advertising campaign on the Max Schacht British-made, 'Love From A Stranger' which it is

releasing.

Pictured opened Friday (16) for
Loew's in Washington, Syracuse and
Providence; Saturday (17) at the
Riv, N. Y., and the Aldine, Phila-

Milder Denies WB Plan For Foreign Theatres

Max Milder, London chief of Warners, pooh-poohs reports from New York of proposals by Warners to enter the theatre field on this side. Milder says positively no. Joseph Bernard, W. B. theatre executive, is meeting Harry M. Warner and Sam Morris in Paris and coming from there to London, Milder admits but just the Coronation, he says.

RKO Renews Stoloff

Ben Stoloff given new term directorial contract by RKO and handles uper Sleuth' as his first.
Eddi Small will produce with Jack Oakie and Ann Sothern as east toppers.

BEN PIAZZA EAST

Hollywood, April 13.

Ben Piazza, executive vice president of Major Pictures, trained out for New York to confer with eastern representatives on next

product. He expects to

, from the stage, has by Major Pictures, Cohen's company.

Lenses 'Melody'
Hollywood, April 13:
Rty June, recalled from a vacation
in San Francisco, will lens roadway Melody of 1937'
He replaces Williams Daniels who
is recuperating from an operation.

I. Q. on Shorts

Employee of one of major filmers was audibly wondering why VARIETY does not review shorts i projection rooms instead waiting for theatre

stead waiting for theatre openings.
On being informed, answer was, 'In that case we'll never read a review in VARIETY since our briefle product gets only home office projection room bookings and very few theatre dates.

NEWSREELS ALL SET FOR THE **CORONATION**

industry is laying elaboto to cash in on the Coronation in England next month. With the newsreels, it will be an added headache but undoubtedly will aid prestige. But with the feature film makers, it promises added box office draft for at least two companies. Outstanding is Warner Bros. 'Prince and the Pauper,' which has a coronation scene that will be plugged extensively. Paramount also has a coronation scene in 'The Girl From' Scotland Yard,' which is skedded for distribution around the big English date.

distribution around the big. English date.

Most of the newsreel companies have perfected details on covering the Coronation, biggest task now confronting them is the struggle to rush them to the U.S. While it has been suggested that all five American newsreels agree to ship via the Normandi , which sails for America the day after Coronation (May 12), several of the news weeklies are laying plans to rush them to this country by some other means of transportation. Latest activity centers about the possibilities of chartering a plane to fly the film over the Atlantic.

Only two planes are rated as being

transportation. Latest activity centers about the possibilities of chartering a plane to fly the film over the Atlantic.

Only two planes are rated as being reasonably sure of making the hop on schedule. One is a Douglas ship and the cher is the plane owned by Howard Hughes. Hughes has been approached by at least one newsreel outfit but he will not permit any-body else to fly hi p and he won't pilot it himself.

Another-plan is to place the prints aboard the Zeppelin which takes off Coronation day from Frankfort, Germany. Only way the big dirigible could be caught would be to arrange for a delay in salling time so that one or more newsreel companies could fly the negatives by plane to Frankfort. Now seems dublous if the U.S. newsreel crews could get away-from the crowds in time even to make these delayed connections.

American newsreel companies are confronted with the cost of elaborate coverage and special efforts to 'expedite delivery in N.Y. without being recompensed by any tilt in-rentals here. The English newsreel crs, on the other hand, are getting a stiff advance in rental coin for these pictures.

The newsreel companies here must

pictures.

The newsreel companies here must

pictures.

The newsreel companies here must pay for covering the event, paying for space at the Coronation and extipense transportation. Metrotone will eover Gaumont-British, while the other four (Pathe, Universal, Paramount and Fox Movietone) will use their, own crews.

Pathe outfit will be headed by Jack Connelly, editor at N.Y. home office. Truman Talley and Lowell Movietone. Thomas ill go abroad for Fox Movietone. Thomas ill be commentator for the special two or three-reel short to be made in technicolor by 20th-Fox. If weather is clear 20th-Fox hopes to get suitable films in color which may enable the company to get out from under on the expense of the newstreel coverage.

H'WOOD SCOUTS STALKING TALENT

Columbusing for New Faces in Every Form of Show Biz-Pictures Hancocking Flock of Variety Specialists for Filmusicals-Chicago a Fertile Sector

VAUDE'S LAST STAND

ilm companies in the past few weeks have been conducting an unprecedented raid for talent on the one branch of show business they've been more or less accused of sloughing—vaudeville. Practically every one of the companies is concerned in this foray for variety specialties, all of them with an eye to the numerous musicals on their production schedules. Picture scouts east and west have

all of them with an eye to the numerous musicals on their production schedules.

Picture scouts east and west have been instructed to look out for sock acts, with the result that the vaudfilm and niteries are getting as comprehensive, if not more so, coverage from the talent Columbuses as the legit shows.

Film companies in the past have now and then dipped into the variety field for acts, but never on such a wholesale basis as is now the order; nor have hearly all the companies been involved before, at one and the same time.

To those in vaude who realize this field's sadly depleted state in talent as well as in playing time, this latest as well as in playing time, this latest as well as the biggest. It won't take long to exhaust pretty nearly all the film possibilities among the current, crop of variety acts, and, as some agents point out, then what? Little if any new 'vaude talent is being signed currently by the companies on strictly one time pic shots. Vaude talent, in the majority, is being signed currently by the companies on strictly short-term contracts, with the usual options. Some of the acts signed in the past few weeks and their probable assignments, if known, are:

Buster West and Melissa Mason, by RKO for 'New Faces.' Smith and Dale have also been signed by the same company, but their starting date is not till the fall and their assignment indefinite.

Fleck of Acfs

Red Donohue and Pal, comedy walls act, Ames and Arno mived.

Flock of Acts

Flock of Acts

Red Donohue and Pal, comedy
mule act; Ames and Arno, mixed
comedy team; Jean Lorraine, comedy acrobatic dancer; Caligary Bros.
(2), pantomimists: ichard, shadowgraph act; and Neila Goodcile, singer,
signed by Paramount for various
musical, assignments.
Olympic Trio, Gloria Gilbert, the
human top, and Three Weir Bros.,
comedy turn, signatured by Walter
Wanger for his "Vogues of 1938,"
which ill get a United Artists
lease.

lease.
Sam, Ted and Ray, colored dance trio, pacted by 20th-Fox. Diamond Bros. and Dave Apollon for Uni-

Bros. and Dave Apollon for Universal.

Edgar Bergen, ventriloquist, goes into Sam Goldwyn's 'Follies'.

Buck and Bubbles, colored comedy team, will work in one picture for Warner Bros. They're expected to start, the end of April.

This sudden splurge variety talent by the film companies can perhaps be attributed to the impression of some variety acts in recent musicals. Universal's 'Top of the Town,' for instance, held The Three Sailors and Ray Mayer; 20th-Fox's Wake Up and Live includes the Condos Bros., and Joan Davis. Shaw and Lee also are among those vaude acts currently getting a whirl in pictures. Topper of 'em all, of course, is the success of the Ritz Bros.

Another angle is the current methalest and the content of the success of the Ritz Bros.

Another angle is the current method of using the vaude acts in pic-(Continued on page 60)

Condor Picts Must File Additional Data Before S.E.C. OK's Stock Issue

The Blue Streak

Hollywood, April 13.

Director assigned a young and beautiful daughter of one of theatres royal families told the crew that anybody who cussed in her innocent presence would be fired on the spot, and that would go double for himself. Coming on set next day director heard somebody swearing like a blue streak and he tore on the set ready to make good his threat.

It turned out to be the blue-blooded flap handing it to a parrot that had nipped at her.

SEE A RENEWED **VOGUE FOR THE CLIFFHANGERS**

Serials are on the upgrade, the producers of them say, in spite of a lot of headaches involved in producing them. Schedules at present set up call for 12 serials to be made next year, four each by Columbia set up call for 12 serials to be made next year, four each by Columbia. Universal and Republic. There seems hardly room for more than that now, but if doubles and triples should ever disappear, the serials may face an even greater boom.

It's largely with that in mind that Columbia is expecting to experiment on its first serial, to go into production pronto, starring Frank Buck and cntitled, Jungle Menace. Attempt will be made here to make the 12-part affair palatable to adults, rather than the beautiful to the same state of the same states. If it can be done it is likely that all serials within the year or so will take that tangent, figuring on cleaving a line somewhere between the adult and kid mentalities but not beyond reach of either,.

Theory is based somewhat on the base of scrials in pop magazines like Saturday Evening Post or Colliers, which manage to string yarns along piece-meal and keep readers interested. The same audience, it is figured, can be found for chopped-up film fare.

What has made it tough for scrials in the past, it is pointed out, is that kids are no longer as guilible as they once used to be. You can't today, leave the here clinging on the edge of a precipice every week and get away with 'lt. Modern education, radio and — paradoxically enoughmodern films, have smartened the youngaters up to the pot where they won't take it.

Also there has been a general rise in attention paid to this type of entertainment by organizations, soil and schools. The bang-bang, knock-em-down an 'em-out stuff, isn't permitted any more. You can't kill 'people right and left—unless you're ready to fight school officials at every bend of the road.

Also, it seems, ids aren't so prone to build up heroes as they used to be. The old days of Pearl White, Francis X. Bushman, etc., aren't around, any more. There a

Deanna's 'Queen at 14'

Hollywood, April 13.
Universal assigned Max Magnus to write the screen play of his original, Queen at Fourteen, dealing with the youth of Marie Antoinette.
Deanna Durbin has the lead role.

Joe Nadel Upped

Hollywood, April 13.

Joe Nadel has been upped to production manager for Major Produc-

tions.
New head man was formerly busi-

Washington, April 13,
Stop order banning interstate sales
confronted promoters of Condor Pictures today following charges
U. S. Securities & Exchange Commission that management omitted
pertinent information and supplied
apparently untrue data in asking
registration for issue of 999,999.81
shares of new stock.
Ordering a hearing, Commish gave
heads of the recently-formed independent producing firm until Monday (19) to correct the alleged deficiencies in the application for a
permit to market the tickets. Hearing will be held on that date if the
necessary into has not been supplied
previously. Company plans to sell
472.818 shares to the public at \$3.25
a copy.

previously. Company plans to sell 472,818 shares to the public at \$3.25 a copy.

The company sought registration Dec. 30, revealing plans to turn out 20 films, half in color, for distribution by major industry members. Statement said Grand National, RKO, Metro and 20th Century-Fox are helping pay the freight.

With 118,251 shares outstanding, nearly half of the new issue would be reserved for warrant-holder Underwriters, B. E. Buckman & Co., of Madison, Wis., has options on the shares to be put on the market and also holds warrants for 73,830 shares. Amadée J. Van Beuren, president, has 45,000 shares; A. H. Hoffman, producer; George Hirlman, general production manager, and Frank M. Snell, vice-pres, each have 65,000 tickets.

George A. Hirliman, president of

have 65,000 tickets.

George A. Hirliman, president of Condor, sets forth his side to the objections raised by the S. E. C. to tetalls in two minor clauses in the original prospectus filed. Hirliman explains that Condor filed several financial stat ments with the S. E. C. and that during the period required by that body for investigation of such statements they furnished telegraphic de-falls of their studio rental arrangements with Grand Nellonal studi. This was done at the S. E. C.'s request.

DICKSTEIN BILL K. O.'D: **NOW REES HAS AN IDEA**

Washington, April 13.

Tightening of present law on alien actors by adopting policy used in several European countries was suggested in Congress last week after the Dickstein bill, putting admission of foreigners on a reciprocal quota basis, had been knifed.

Another solution to the alleged problem of invasion of American Iml, legit, and music industries was outlined by Congressman Edward H. Rees of Kansas in a House measur amending the contract labor laws. His measure would add a requirement that any actor, artist, lecturer, dancer, or singer coming in for professional engagements must post a bond of not less than \$1,000. Such a scheme has been mentioned, as an alternative at previous hearings, but no legislation ever was proposed.

20th's \$46,717 Tax Refund

Washington, April 13.
Twentieth Century Pictures, Inc., won a tax wrangle with the government today when. Commissioner Helvering of the Internal Revenue Bureau ordered \$46,717 credit granted for overpayment during fiscal year 1935 before its merger with Fox.
Bulk of the allowance results from recalculation of company's net income, while \$5,738 was allowance of added deduction for business expenses and \$533 came through added allowance for state taxes.

KANN WITH MONO

Hellywood, April 13.
George Kann, indie picture producer for several years, has joined the Monogram production staff.
He'll be production manager of the local unit.

last couple of weeks, resulti

t er being somewnat quoious at me start. Earle, with Ted Lewis and band on stage and a good programmer, Murder Goes to College on the screen, will have nice week, Marked Woman' isn't the Fox's type of pic, being too sordid and heavy for the theatre's big femme clientele. Estimates for This Week

iladelphi , April 13. Biz has been way above average i Philly's downtown picture houses

Bing Bangs 'Em in L. A. for \$28,000 Whopper; 'Top Town' Combo \$19,600, 'History' \$21,800, 2 Spots; Epics OK

Town is all Bing Crosby currently, with Wakiki Wedding at the Paramount piling up top smash trade, hitting a new high mark and eclipsing all previous Crosby films at that stot. Film will wind up with terrific \$28,000. Rest of the first-run trade is spotty, with only one other house drawing in excess of the 10 grand figure.

figure.

Couple of two-a-day epics, 'Good Earth' and 'Lost Horizon,' are holding strong at the Carthay Circle and Four Star, respectively, with both looking good for continued healthy

looking good for comment means. Us Top of the Town is bringing a combined \$17,000 for the day-date Pantages and RKO Hillstreet. History Is Made at Night, Walter Wanger production, failing to elicit much interest for the day-date Chinese and State, while Warners' King and the Chorus Girl' is not doing as much as expected on holdover.

Estimates for This Week

Estimates for This Week
Carthay Circle (Fox) (1,518; 55-83\$1.10-\$1.65)—The Good Earth. (MG) of the Carthay Circle (Fox) (1,518; 55-83\$1.10-\$1.65)—The Good Earth. (MG) of the Carthay of the Carthay

.800.
Four Star (Fox) (900; 55-83-\$1.10-65)—'Lost Horizon' (Col) (5th eek). Continuing to click merrily. ast week (4th) brought profitable

week). Continuing to click merrily.
Last week (4th) brought profitable
\$8.500.

Bollywood (WB) (2.78e. 30.46-58.

Continuing to Chorus Girl (WB).

Bollywood (WB) (2.78e. 30.46-58.

Last and Chorus Girl (WB).

On Second stanza this one is delivering fair \$6.200.

Last week same opus wound up with nifty \$12,100.

Orpheum (Bdwy) (2.280; 25-30-35-40)—Romance and Riches (GN) and Muder Goes to College (Par).

dual and vaudeville. Biz pretty broad and will be lucky to hit \$5.70.

Paramage and Riches (Can), with famme suit unit for second week, finished with healthy \$6.500.

Top of Town' (U) and California Straight Ahead' (U), dual. This brace bringing good \$9.600. Last week holdover of Quality Street' (RKC) and We have Cur Moments' (RKC) and We have Cur Moments' (Show).

Paramage (Pan) (2.700; 30-40-55)—Walkiki Wedding' (Par) and stage show. Smash biz and biggest grosser town has had in many moons.

Biggest Bing Crosby take ever at this house, as witness \$28,000, which insures holdover. Last week 'Qut-cast' (Par'), very weak \$11,800.

RKC (3.86); \$6-40.151.

State (Low-Fox) (2.024; 30-40-55) and 'We Have Our Moments' (U), finished with oke \$4,400 for second stanza.

State (Low-Fox) (2.024; 30-40-55)

State (Low-Fox) (2.024; 30-40-55)

State (Low-Fox) (2.024; 30-40-55)

History Made Night' (UA) and

Last week 'Quality Street ANDO, and 'We Have Our Moments' (U), finished with oke \$4,900 for second stanza.

State (Loew-Fox) (2,024; 30-40-55-55)—'History Made Night' (UA) and Espionage' (MG), dual. Running elow average and will finish with the standard of the standard

Women of Glamour' (Col), factory \$13,000.

Women of Glamour (Col), factory \$13,000.
Metropolitan (2,400; 25-35-55)—
Metropolitan (2,400; 25-35-55)—
Maytime' (MC). Only house in the downtown area offering single pic and getting a Color of the c

TOP TOWN' NICE 9G IN SPOTTY **BALTO**

Baltimore, April 13.

Rather spotty doings is week. Hipp, showing 'Soldier and Lady' (RKO) along with vaude bill featuring Mary Small, gathering in only \$10,800, weak, while Keith's is coching in integrity availability.

only \$10,800, weak, while Keith's is cashing in campaign for Top of Town' with pleasant \$9,000.

'Good Earth' (MG), playing its second and final week of road show at the Maryland held up to good \$8,400. Lost Horizon' (Col) will open this holds and the second and the second color will open the holds are the maryland held up to good \$8,400.

Estimates for This Week

Century (Loew's) (3,000; 15-25-35-40-55)—'Maytime' (MG) (3rd wk). Holding to \$7,000, oke. Last week good profit at \$12,500.
Hinnadrome (Rappaport) (2,300:

Holding to \$7,000 oke. Last week bood profit at \$12,500.

Hippodrome (Rappaport) (2,300; Blippodrome (Rappaport) (2,300; Blippodrome (Rappaport) (2,300; Bli-25-53-40-55-66). Soldier and Lady' (RKO) and vaude show featuring Mary Small. Combo not doing much; \$11,000 will be good. Last week. 'Devil's Playground' (RKO) and Shep Fields' ork bango, \$16,100.

Maryiand (McLaughlin) (1,570; 55-83-1,10-1.50)—'Good Earth' (MG) (2nd wk), Held up nicely and turned in \$4,400 for final session. First week (Edith's (Schanberger) (2,500; 15-25-30-35-40-55)—Top of Town' (Ul). Getting benefit of good exploitation campaign and ringing up profitable \$4,900. Last week, 'Miracles' (GB), just \$4,700, poor.

New (Mechanic) (1,400; 15-25-35-40-55)—'Fifty Roads to Town' (20th). Opening today (Wed). Last week, 'Nancy Steele' (20th), \$5,100, poor.

Stanley (WB) (3,400; 15-25-35-40-55)—'Soung High' (Par) (2nd wk). Fell Soung High' (Par) (2nd wk).

1st Runs on Broadway (Subject to Change)

Week of April 16 r — 'Good Earth' (MG)

Astor — Good Earth' (MG)
(11th wk).
Capitol — Personal Property'
(MG) (15).
Central — Night Key' (U)

(17).
Criterion — You're in the Army Now' (GB) (15).
Globe—Lost Horizon' (Col) (7th wk).
Music Hall—Woman I
(RKO) (15).
Paramount — Swing High,
Swing Low' (Par) (14).
Rialto—Nobody's Baby' (MG) (18).

Rivoli—'Love From a Stranger' (UA) (17).

Roxy—'When Love Is Young' (II)

(U).
Strand — 'Marked Woman'
(WB) (2d wk).
Week of April 23
Astor — 'Good Earth' (MG)
(12th wk).
Capitol — Personal Property'

(12th wk).
Capitol — Personal rive
(MG) (2d wk).
Central—I Promise to
(Col) (24).
Criterion — Thunder in the

(Col) (24),
Criterion — Thunder in the
City (Col),
Globe — Lost Horizon' (Col)
(Sth wk),
Music Hall—'A Star Is
(UA) (22),
Faramount — 'Swing Hi
Swing Low' (Par) (2d wk),
Rialto — 'Outcast Poker
Flat' (RKO),
Rivoll—'Love From a Stranger' (UA) (2d wk),
Rexy—'Wake Up
(20th).

(20th). Strand—'Call It a Day' (WB).

Seattle Duals Garbo With 'Holy Terror,' Big \$4,800

at Fifth and will continue at Music at Fifth and will continue at Music Box. 'History' ditto and into third week at Liberty. 'Waikiki' socko and holds, but running mate is changed to 'Penrod and Sam,' hoping to land some customers who want to ee topper second time.

Estimates for This Week

Blue Mouse (Hamrick-Evergreen) (900; 27-37-42)—'Personal Property' (MG) and 'Outcast' (Par) (3d wk),

(MG) and Outcast (Par) (3d WK), dual. Getting only \$2,200, slow, and goes out. Last week, same film, \$3,400, good. (Hamrick - Evergreen) (Louiseum (1992)—Camille (MG) and Holy Terror (24) hd dual, six wys. Allah' (HA) and Sinner Take All'

(I,900; 21-32)—Camille' (MG) and Holy Terror' (20th), dual, six days. Indicate good \$4,800. Last week, 'Allah' (UA) and 'Sinner Take All (MG), split with 'Only Live Once' (UA) and 'Bulldog Drummond' (Park (UA) and 'Sung (850; 11-16-21) —'Conqueron (850;

Seattle, April 13. Columbia is roadshowing Lost Horizon' at legit Metropolitan. -ing night was near sell-out. 'Maytime' finishes big second week

Cincinnati, April 13. hanging up better-than-normal b. o. scores this week. 'Swing High' is the champ coin-copper currently, chug-

ging \$14,000 for the Albee.
Shubert, in final week of vaudfilm, has a winner at \$12,500 in an all-WLW stage show, linked with 'We Have Our Moments.' Starting Friday (16) house will offer 'Good Earth' picture on a roadshow basis for two weeks and follow with fortnight of Lost Horizon' at same scale.

Estimates for This Week
Albee (RKO) (3,300; 35-42)—'Swing
High' (Par). Swell \$14,000. Last
week, 'Quality Street' (RKO), \$9,500,

Bigh' (Par) Swell \$14,000. Last week (Quality Street' (RKO), \$9,500 poor.

Capitol (RKO) (2,000; 35-42)—
Waikiki Wedding' (Par) (2d run), 81,800 Last week 'Maytime' (MG) (2d run), \$46,000, swell.

Family (RKO) (1,000; 15-25)—
'Navy Spy' (GN) and 'Mysterious Crossing' (U), split. Hefty \$2,500, Ditto last week on 'China Passare' (RKO) with 'Dick Tracy' (WB) serial, and 'Woman Wise' (Fox), divided.

Grand (RKO) (1,200; 25-40)—'Maytime' (MG), Fourth downtown week, \$4,000, great. Last week 'Ready, Willing' (WB) 2d run), \$2,500, fair.

Hefty (Libson) (1,500; 30-40)—'Hefty (1,500, fair.

Lyrle (RKO) (1,400, big.

Lyrle (RKO) (1,400, 51,42)—'Murder Goes to 'College' (Par), Tussling for sorry \$2,500, fit lasts out the week. Last week, 'Condemned Row' (RKO), 'Etilde from 'We Who Are About to Die,' \$4,000, fair.

Palace (RKO) (2,600; 35-42)—'History at Night' (UA), Okay \$12,000. Shubert (RKO), (2,00; 35-42)—'History at Night' (UA), Okay \$12,000. Shubert (RKO), (2,00; 35-42)—'History at Night' (UA), Okay \$12,000. Shubert (RKO), (2,00; 40-60)—'We Have Our Moments' (U) and 'WLW All-Star Radio Revels.' Above average and best for past month at \$13,500, Last week, We're on the Jury' (RKO) and Roger Pryor band, \$9,500, poor.

KRUGER'S COL. PIC

Hollywood, April 13.
Otto Kruger has been signed by
Columbia for the lead in Professional Juror. John Braham from
England directs.

Philly Fems No-Like 'Marked Woman.' N. G. \$13,500; 'Murder,' Lewis Nice 16G

green) (2,400; 27-37-42)—'Seventh Heaven' (20th) and 'Step Lively feeves' (20th), dual. Fair returns at \$7,000. Last week, 'Maytime' (MG) (2d week), terrific at \$8,700. Liberty (1-vH) (1,900; 27-37-42)—'History at Night' (UA) and 'Let's Get Married' (col.) (3d week), dual. Expect swell \$4,800. Pik will heast week, second, same films, \$5,300.

last couple of weeks, resulti
flock of hold-overs and easy times
for the crix who, last week, had
only four openings over the FridaySaturday period instead of the six or
seven they'd been getting previously.
Three of the most important holdovers are 'History is Made at Night'
a surprise wallop at the Aldine and
now in its third week; 'Maytime,'
now in its fourth week at the Boyd,
and 'Waikliki Wedding,' which held
for a second week at the Stanley
to re being somewhat dubious at the
start. Metropolitan (University) (1,450; 58-1,73)—"Lost Horizon" (Col). Roadshow attracting swell biz in first week.

week.

Music Box (Hamrick-Evergreen)
(900; 27-37-42) — 'Maytime' (MG)
third week in town. Headed for
\$4,700, big. Last week, 'Love Is
News' (20th) and 'Men of People'
(MG), dual, third week, slumped to
\$1,900, poor.

\$1,900, poor.

Orpheum (Hamrick - Evergreen)
(2,700; 27-37-42)—King and Chorus
Girl' (WB) and Criminal Lawyer'
(RKO), dul. Anticipate good
\$6,800. Will ho. Last week, Quality Street' (RKO) and 'We Have
Moments' (U), dual, \$4,300, poor.

moments' (U), dual, \$4,300, poor.
Palomar (Sterling) (1,450; 16-2737)—Man Betrayed' (Rep) and
Horsefeathers' (Par), dual, and
vaude: First time for dual, at this
house; \$2,800 will be mild. Show
too long for small-seater, Last week,
They Wanted to Marry' (RKO) and
Shuffin' Along' colored unit, \$5,800,
good.

good.

Paramount (Hamrick Evergreen)
(3,108; 27-37-42)—Walkiki Wedding (Pav) and Penrod and Sam' (PN).
Changed second pic in hope of getting second-lookers at 'Walkiki'.
Doing great biz at \$6,800. Last week, 'Walkiki' and 'Doctor's Diary' (Par), dual, great \$12,100.

Roosevelt (Starling) (550-11-20).

Rossevelt (Sterling) (850; 21-32)— Smart Girls' (U) and More Than Secretary' (Col) (3d week). Expect good \$1,900. Last week, same films, \$2,300, great.

Marked Woman' isn't the Fox's type of pic, being too sordid and heavy for the theatre's big femme clientele. Estimates for This Week Addine (1,300; 40-55-65)—'History at Night' (UAA) (3d week). Real surprise of recent weeks; figures for \$2,000, rather good. 'Doctor's Diary' (WB) starts today (Tuesday), (WB) starts today (Tuesday), (WB) starts today (Tuesday), (WB) the surprise of the surpris **BEAUCOUP CINCY BIZ; 'SWING' GOOD 14G**

Nearly all of the ace stands are ging \$14.000 for the Albee.

WEATHER HELPS LINCOLN

But Weak Pix—'Heaven' Only Average at \$3,200

'Sinner Take All' (MG), very sad \$2,000.
Reith's (2,008; 30-40-50) — 'Seventh Heaven' (20th) (2d run), Nice \$3,000 or more figured. Last week, King and Chorus Girl' (WB) (2d run), \$2,800, fair.
Locust (1,300; 55-86-1,14-1,71) — Good Each' MG) (8th week). Last to be stack week, \$10,500 was not be stack week, \$10,500 was not be stack week, \$10,500 was not week (3,700; 40-55) — 'Waikiki Wedding' (Par) (2d week). Should get \$12,000, good. First week's \$18,000 was fine.
Stanton (1,700; 30-40-50) — 'Parole Racket' (COl). Meller aimed at poor \$5,000. Last week, 'Men In Exile' (WB), \$5,500, average.

5,000. Last week, 'M (WB), \$5,500, average.

Lincoln, April 13.

Helped by a weekend break weather, this week's crop of weakies will come out okay, or slightly better.

Estimates for This Week

weather, this week's crop of weaknes will come out okay, or slightly better.

Estimates for This Week
Liberty (LTC) (1200; 10-15)—
Borderland' (Par) and 'Night Waitress' (RKO), split with 'She's Dangerous' (RKO), and 'We Who Are About to Die' (RKO). Combo will excite no more than the usual \$900.

Last week, 'Sandflow' (U) plus 'Straight from the Shoulder' (Par), split with Clarence' (Par) and Two Res. (Shoulder' (Par), split with Clarence' (Par) and Two Res. (Shoulder' (Par), split with Clarence' (Par), and Res. (RKO). Hit a weak avers to the straight of the split with split with the split with split

Cleve. Peaceful Except for Crosby's Wham \$21,500, 'Top Town' OK \$17,500

Cleveland, April 13.

Peaceful conditions in labor circles, with no sit-down strikers, are keeping grosses on an even keel.

Metropolitan opera season now on here, but r. drawing any trade away from pix temples.

Hipp (Warners) (3,700; 30-40)— "Top of Town" (U). Weak notices, but sold big and nice matinee tread, good \$17,500. Last week, "Seventh Heaven" (20th), couldn't make the grade after kidding from cricks, fair \$12,500

MAYTIME, LONE B'KLYN

SINGLE, OKE AT \$18,500

Brooklyn, April 13.

Brooklyn, April 13.

Spurt at a majority of downtown de tuxers, with attractive picture fare on all scene and scene and

Few New Pix and Little Biz in Chi: Top Town's' 2d Brodies, \$12,000; Gravet-Blondell, \$29,000, Only Fair

Chicago, April 13.
Total business at end of current week won't stack up as favorably as some of the 'past sessions, and this will be due mainly to the fact that the loop is loaded down with hold-overs. United Artists, Roosevelf, Apollo and Palace all have pictures which have already seen a week or two of a new fusiness is at Onthan with 'King and Chorus of the State-Lake, which this week switched from a Saturday to Friday opening.

Apollo reverts to its grind flicker policy after seven weeks of 'Good Earth,' while the Erlanger goes back of 'Lost Horizon. Maytime' and will be the continuation at the Palace.

To pot the Town' is struggling in its continuation at the Palace.

n its continuation at the Palace.

Estimates for This Week

Apollo (B&K) (1,200; 35-55-65-75)

Marked Woman' (WB). In here
ifter poor session at the Chicago,
will take satisfactory \$7,000 here.
Last week Good Earth (M) finshed addshow run at \$1.65 with
here. (B&W) (4,000; 55-55)

ished roadshow run at \$1.65 with oke \$3,200.
Chicago (B&K) (4,000; 35-55-75)—King and Chorus Girl' (WB) and stage show. Gertrude Nieses) os stage and played up heavily as booking scoop safe singer in current session in the offing at \$29,000.
Last week, "Marked Woman" (WB) and vaude, faded to poor \$22,000.
Erlanger. (1,200; \$5-38-31.10-\$1.65)—Lost Horizon' (Col). Finished four-week roadshow on Saturday (10) to fine \$9,400. House back to legit.

This Horizon (Col.). Finished four-week roadhow on Saturday (1981) to fine \$3.400. House back to legit of the \$3.400. House back to legit on the \$4.000. Inc. Private Property (MG). Holdover in loop following week at Chicago. Harlow-Taylor managing to overcome sad notices and will take \$6.000, fair. Last week, Swing High (Par), filled out holdover with pleasant \$7.400. Last week, Swing High (Par), filled out holdover with pleasant \$7.400. Last week, Tamily Affair (MG) and vaude. Pleture getting poor comments and exhibiting no box-office tendency whatever. Staze show drawing most of mild \$13.000. Last week, Tamily Affair (MG) and vaude, got sock \$21.500.

Palace (RKO) (2.500; 35-35-65-75)

—Top of Town (U) and Benny Meroff band on stage (2nd week). No reason of the shift is ession, when it nipped off only fair \$19.900. Will be lucky if it gets better than so-so \$12.000 in second week.

Roosevelt (B&K) (1.500; 35-55-75)

—Waikiki (Par) (3d week) Strumming to harmonious \$10,000 for its current waitz following a nitfy \$16,000 nit second stanza. History Made at Night (UA) next (20th) and vaude. House now on Friday opening schedule to pump up its fish-day business. On new schedule looks of \$13.000, neat take. Last week, Number (RKO), in six-day week, got good \$9,800.

**United Artists (B&K-MG) (1.700; \$5-55-75)—Maytime (3d week). Has been a walloping box-office winner from the bell and continue as week. Will do \$11.000, strong, in current session after banging in powerful \$16,000 last week.

Maytime' and 'Waikiki' **Busting Denver Records**

Denver, April 13.

Denver, April 13.

Maytime' is breaking the house record at Orpheum formerly held by Rose Marie' (MG). Picture is expected to last three weeks.

Walki Wedding' is breaking the house record at Denham for second week of any film. Impossible to hold film longer because a stage show is booked in, 'King and Chorus Girl' strong at the Denver, backed by Rosita Royce, cellophane dancer on stage.

'King and Chorus Girl' (WB) and stage show. Big \$10,500. Last week, 'History at Night' (UA), finished with good \$9,500, going to Aladdin for continued run.

continued run.

Orpheum (RKO) (2,800; 25-35-40)

- Maytime (MG). Terrific draw here; will smash house record at \$15,500, sensational. Last week, 'Personal Property' (MG) and 'China Passage' (RKO), closed with big \$10,500.

Paramount (Fox) (2,000; 25-40)— We Have Moments' (U) and Breezing Home' (U), dual. Fair \$2,500 Last week, You Live Once' (UA) and Mighty One' (U), ice \$3,000.

'Maytime' \$16,000, Alone Big, Mpls., 'Top Town' \$6,000

Minneapolis, April 13.

"Maytime' alone is getting a big play in this northwestern key currently. Eddy-MacDonald musical is bringing back real prosperity to the Minnesota.

"Top of the Town' promises to keep the Orpheum gross down, but 'Quality Street,' at the Century, and the State's dual bill are also weak. Sure sease money that the state's dual bill are also weak. Sure sease money that the state's dual bill are also weak. Sure sease money that the state's dual bill are also weak. Sure sease money that the state's dual bill are also weak. Sure sease money that the state's dual bill are also weak. Sure sease money that the state's dual bill are also weak. Sure sease money that the state's dual that the state's dual first runs. Good \$1,400 in prospect. Last week 'Sing Me a Love Song (FN) (2d run) and 'One in Million' (20th) (3d run) split with They Wanted to Marry' (RKO) and Fugitive in Sky (WB), dual first runs. Good \$1,400 in prospect. Last week 'Gentury' (Publix-Singer) (1,600; 25-35-40)—Quality Street' (RKO). Cast names bringing in some matinee trade, but pic not strong enough to put the gross above a light \$4,000. Last week 'Waikiki Wedding' (Par) (2d week). Big \$6,000.

Minnesola (Publix-Singer) (4,200; 25-35-40)—Top of Town' (U). Effective advertising campaign put on Town lastered with 24-sheets and plenty of coin tossed into newspapers but biz light, \$4,000. Last week 'Her Hervill's Hollywood Follies. Latter week 'Green Hervill's Hollywood Follies. Latter Hervill's Hollywoo

at \$3,000.

Time (Berger) (290; 15-25)—Man of People (GB). Arliss name worth something, and may reach fair \$1,000. Last week (Tren Man' (U) (reissue). Fair \$900.

'Uptown (Publix) (1,200; 25-35)—Maid of Salem' (Par). First nabe showing. Looks like a light \$2,500. Last week 'Green Light' (FN). Light \$Warld (FN). Light \$Warld (FN).

\$3,000,
World (teffes) (350; 25-35-40-55)
—'Cloistered' (French), Light \$1,000 indicated, Last week 'Gay Desperado' (2d week), Light \$900.

MacMurray-Lombard Dual Good for \$8,000 in Port.

booked in, King and Chorus Girl's action at the Denver, backed by Rose Andiadin (Fox) (1,300; 25-40)—History All Chorus Girl's and the Denver. Deach History All Chorus Girl's and Cockers and Cockers

pointing at \$2,500. Last week, 'Black Legion' (WB) and 'Once a Doctor' (FN), poor \$2,300.

Orpheum (Hamrick - Evergreen) (2,000; 30-40)—Swing High' (Par) and 'Meade's Woman (Par). Well exploited and over the top for good \$5,000. Last week, 'Ready, Willing' (WB) and 'Soldier' and Lady' (RKO), average \$5,000. (Hamrick - Evergreen) (3,000; 30-40)—Love Is News' (20th). and 'Her Husband Lie's (Par) (2d wk). Okay for \$4,000. Last week, same pix, swell \$7,000.

United Artists (Parker) (1,000; 30)—Waythine' (MG) (3d wk). Still clicking for good \$5,500. Second week great \$7,000. First terrifc \$8,500.

BETTE DAVIS NO HUB PANIC, 22G

April 13.

New product takes a back seat this week as 'Maytime' holds over for a third frame at the Orph and State; 'Top of Town' ear. a second stanz at the Keith Memorial, and revival of 'No Man of Her Own' jams 'em through the Scollay gate on a dual bill.

'Lost Horizon' opens roadshow at Shubert tonight (Tuesday) at \$1.65 top.

Shubert tonight (Tuesday) at \$1.65 top.

Estimates for This Week
Boston (RKO) (3,000; 35-55-75)—
Off to Races' (20th) and 'At Home Abroad' unit on stage. Okay at \$20.000 gait. Last week good \$23,000 for She'e Dangerous' (U) and N.T.C.
Celonial (Loew) (1,643:55-83-\$1,10-\$1.65)—Good Earth' (MG) finished live weeks' roadshow here Sunday (11) with okay finale of \$8,000.

Fenway (M&P) (1,400; 25-35-40-50)
—Waikiki Wedding (Par) (2d run), and 'Fair Warhing' (20th) (1st run), dual. Doing all right here, \$6,500.

Last week, fair \$4,800 for 'Husband's Secretary' (WB) and 'Outcast' (Par).

Olici.

Secretary' (WB) and 'Outcast' (Par). double.

Keith Memorial (RKO) (2,900; 25-05)—Top of Town' (U), and 'Man Found Himself' (RKO) (2d week). Held over after dandy \$18,500 first week. Second frame looks like \$13,-000, nice.

Metropolitian (M&P) (4,300: 35-55.

Metropolitian (M&P) (4,300: 35-55.

Metropolitian (M&P) (1,300: 35-55.

Metropolitian (M&P) (3,000; 25-35-40.

Metropolitian (M&P) (3,000; 25-35-40.

Orpheum (Loew) (3,000; 25-35-40.

Orpheum (Loew) (3,000; 25-35-40.

Orpheum (Loew) (3,000; 35-35-40.

Metropolitime' (MG) (3d week). Socked through to \$17,000 in second week; third frame indicates solid \$15,000.

Parameunt (M&P) (1,800; 25-35-

Broadway's Spring Fever; 'Marked Woman' Sock \$42,000, 'Soldier' Also Big, \$40,000; 'Quality St.' 75G, Fair

stage show starring Frank Crumit and Justine Savetter than average attraction.

Stage show starring Frank Crumit and Justine Savetter than average attraction.

Solo Savetter Savetter

Cars are coming out of mothballs, folks are shining up their golf clubs; the bangtails are preparing, for an all-summer racing season which gets under way tomorrow (Thurs.), and daylight saving comes along Sunday (25), all of which means the picture houses will have much new competition from now on.

Sunday (25), all of which means the picture houses will have much new competition from now on.

The settle more to weaker pictures and holdovers than to spring fever or other things. The outstander for a change is the Strand, where Marked Woman' is taking a heavy toll of spare change among the fans. The Bette Davis starrer may go to a smash \$42,000 and holds over. Add campaign, of the sock type, created considerable comment along Broadbard the Edwin of the sock type, created considerable comment along Broadbard the Lady. incumbent at the Roxy. It may go to \$40,000, but the management won't chance a' holdover's because of doubt as to its staying qualities. When Love is Young opens Friday (16). Quality Street lets the Music Hall down a ways looking no more than \$75,000.

The rest of the town consists in holdovers, except for the weekly the single feature, but only lasted a couple of days, till 'King of Hocks' twas thrown in to help.

Maytime' at the Comaha gets as the other new film of the week, that only a nidge ahead of 'Sevent' Heaven' at the Orpheum MacDonaldEddy film started to make history as the other new film of the week, that only a nidge ahead of 'Sevent' Heaven' at the Orpheum MacDonaldEddy film started to make history as the other new film of the week that only a nidge ahead of 'Sevent' and the Lady.' incumbent at the Brandeis as the other new film of the week that as the considerable considerable cold still the same and the

tonight (Wed.) after three full weeks, house reverting to pop grind polley with 'You're in Army, Now' (GB) tomorow (Thurs.).

Globe (1274; 55-51.10-51.85-\$2.20)—Tost Horizon' (Col) (7th week). Tost Horizon' (RKO) (1st run), doubled. Devils' accounting for most of the draught, maybe \$11,000. Last week's duo. Nancy Steele Is Missing' (20th). (2d run), and 'Step Lively, Jeeves' (20th) (1st run), \$9.000. Tost Horizon' (20th). (2d run), and 'Step Lively, Jeeves' (20th). (1st run), \$9.000. Tost Horizon' (RKO) (1st Horizon') (2st Horiz

Det. B.O. Blues Now a Habit; 'Romeo, 12G. Disappointing: 'King' Good \$24,000

Biz still so-so. Settlement Biz still. so-so. Settlement all auto strikes late last week hasn't been reflected at the b. o. as yet. Top currently is 'King and Chorus Girl' at the Michigan, with Louise Massey and Westeners heading stage show. Expected in view of cold shoulder given flicker on roadshowing here last October, but disappointing nevertheless, is 'Romgo and Juliet,' playing United Artists at popprices.

Heels' (GB) and 'unit on stage.

Madlson (United Detroit) (2,000; 30-40-65)—Walkiki' (Par) (3d week) Crosby opus gave house best gross in long while last stanza, after being moved here from Michigan. and should do oke \$5.00 this week. Nicc 100 last week.

Molecular week. Stage of the stage

Comparative Grosses for March

Total estimated grosses during March for towns and houses listed as reviously reported weekly. Dates given are the closing days of the week. NEW YORK

147 99	March 4	March 11	March 18	March 25
MUSIC HALL (5,089; 40-40-85- 190-\$1, 5) High, \$134,800 Low. 44,000	When You're In Love \$72,000 (2d week) (Stage Show)	Fire Over England \$60,000	Wings of Morning \$67,000	When's You Birthday \$51,500
ROXY 5,880; 25-45-7- 5) High.\$173,650 Low. 5,200	Woman Alone \$36,800 (Stage Show)	Leve Is News \$43,800	Leve \$34,500 (2d week)	Breezing Home \$26,000
PARA- MOUNT (3,004; 25-35-55- 85) High \$103,800 Low 8,000	John Meade's Woman \$26,500 (Guy Lom- bardo Orch.) (2d week)	Maid of Salem *\$58,000 (Benny Good- man Orch.)	Maid \$45,000 (Goodman Orch.) (2d week)	Maid \$35,500 (Goodman Orch.) (3d week)
CAPITOL (4,020; 25-35-55- 85) High.\$110,400 Low. 7,000	Last of Mrs. Cheyney \$22,000 (2d week)	Romeo and Juliet \$32,000	Romeo \$20,000 (2d week)	Maytime \$55,000
STRAND (2,767; 40-65-99) High. \$81,200 Low. 5,000	Green Light \$15,000 (3d week)	Great O'Malley \$10,000	Ready, Willing, Able \$15,000	Ready, Willing \$8,000 (2d week)

	PHILADELPHIA			
	March 4	March 11	March 18	March 25
ALDINE (1,200; 40-55-65) High. \$16,830 Low. 2,700	Maid of Salem \$12,500	Maid \$11,000 (10 days 2d week)	Fire Over England \$11,000	Fire \$6,000 (2d week)
EARLE (2,000; 25-40-55) Righ. \$33,000 Low. 10,500	Dangerous Number \$16,000 (Yacht Club Boys) (Vaude)	On the Jury \$14,500 (Jesse Owens Orch.)	Fair Warning \$13,000	Dector's Diary \$11,000 (Major Bowes Unit)
FOX (3,000; 40-55-65) High, \$41,000 Low. 10,500	John Meade's Woman \$12,000 (Stage Show)	Willing, Able \$14,000	Nancy Steele Missing \$15,000	Family Affair \$12,500 (Xavier Cugat Orch.)
STANLEY (8,700; 40-55) High. \$48,000 Low 3,800	Last of Mrs. Cheyney \$8,000 (5 days 2d week)	Love Is News \$11,000 (10 days)	Swing High, Swing Low \$16,000	Swing High \$12,000 (2d week)

DETROIT				
	March 4	March 11	March 18	March 25
MICHIGAN (4,000; 30-40-05) High, \$58,100 Low. 6,600	Ready, WiHing, Able \$26,000 (Major Bowes Unit) (Stage Show)	Sea Devils \$21,000 (Casino Parisienne Unit)	Swing High, Swing Low \$24,000	Quality Street \$13,500
FOX (5,000; 30-40-65) High. \$50,000 Low. 4,000	On the Avenue \$31,500 (Belle Baker) (Vaude)	Love Is News \$25,000 (Wini Shaw, Sheila Barrett)	Nancy Steele Missing \$19,000 (Ethel Shutta)	Women of Glamour \$17,000 (Roger Pryor Orch.)
UNITED ARTISTS (2,000; 30-40-65) High, \$27,000 Low, 2,600	Green Light \$9,500 (2d week)	Last of Mrs. Cheyney \$15,800	Mrs. Cheyney \$9,500 (2d week)	Family Affair \$11,000

	March 4	March 11	March 18	March 25
DOWN- TOWN ,800; 30-40-58- 05) High. \$38,500 Low. 1,700	Stolen Holiday and Man Betrayed \$7,000	Green Light \$10,900	Light \$7,000 (2d week)	Great O'Malley and Husband's Sec. \$6,100
HOLLY- WOOD ,750; 30-40-55-) High. \$37,800 Low. 2,400	Stolen Holiday and May Betrayed \$7,700	Green Light \$11,100	Light \$6,500 (2d week)	Great O'Maliey and Her Husband's Sec. \$5,900
PARA- MOUNT (3,505; 80-40-55) High. \$57,200 Low. 5,600	Maid of Salem \$10,400 (Stage Show) (2d week)	When You're In Love and Crime Nobody Saw \$17,700	In Love and Crime \$10,600 (2d week)	Swing High, Swing Low \$23,700
STATE (2,024; 30-40-55) High. \$48,000 Low. 4,900	Love Is News and Holy Terror \$14,200	Nancy Steele Missing and Head Over Heels \$9,800	Maytime \$19,900	Maytime \$15,400 (2d week)

	2	CHICAGO		
1.5	March 4	March 11	March 18	March 25
CHICAGO (4.009; 35-55-75) High. \$75,000 Low. 18,500	Maid of Salem \$30,000 (Stage Show)	Love Is News \$35,800	When You're In Love \$27,400	Swing High, Swing Low \$29,500
PALACE (2,500; 35-55-05- 75) High. \$35,200 Low. 7,000	Head Over Heels in Love \$16,000 (Vaude)	We're on the Jury \$13,300	When's Your Birthday \$15,800	We Have Our Moments \$18,100
UNITED ARTISTS (1,700; 35-55-75) High. \$43,500	\$10,000 (2d week)	Men Are Not Gods \$13,900	Romeo and Juliet \$13,500	Romeo \$7,400 (2d week)

High. \$43,500 Low. 3,300	(2d week)			
192	P	ITTSBURG	Н	10
	March 4	March 11	March 18	March 25
PENN (3.300; 25-35-50) High. \$41,000 Low. 3,800	Maid of Saiem \$9,500	When's Your Birthday \$4,300 (6 days)	Swing High \$17,000 (8 days)	Quality Street \$9,500
WARNER (2.001: 25-35-50) High. \$29,000 Low. 2,000	Green Light \$8,500	Light \$6,000 (2d week)	Penrod and Sam and Bulidog Drummond Escapes \$4,700	Once a Doctor and Clarence \$4,200
STANLEY (3,600; 25-55-50) High. \$43,300 Low. 3,200	Great O'Maliey \$9,000	Ready, Willing, Able \$10,200	Sta Devils \$19,000 (Revuc Inter- nationale)	John Meade's Woman \$20,000 (Stepin Fetchit)

	March 4	March 11	March 18	March 25
AMBAS- SADOR (3,018; 40) High. \$20,500 Low. 9,000	When You're in Love \$16,200 (Stage Show)	Love Is News \$15,000	Step Lively, Jeeves \$18,000	Ready, Willing, Able and Once a Doctor \$11,000
LOEW'S (3,162; 25-95-55) High. \$22,500 Lew 7,000	Mrs. Cheyney \$10,800 (2d week)	Espionage and Men Are Not Gods \$11,500	Family Affair and Man Who Worked Miracles \$8,000	Sinner Take All and Fire Over England \$8,300
FOX (5,038; 25-35-55) High, \$17,500 Low. 9;500	Green Light and Off to the Races \$13,000	John Meade's Woman and Midnight Court \$10,300	Swing High and Don't Tell Wife \$16,000	Nancy Steele and Smart Blonde \$13,600
MISSOURI (3,514; 25-35-55) High. \$16,500 Low. 6,500	Breezing Home and Great O'Malley \$8,000 (2d run)	When You're in Love and Green Light \$10,400	Outcast and She's Dangerous \$9,000	Swing High and Don't Tell Wife \$12,000
ST. LOUIS (4,000; 25-40) High. \$10,000 Low. 5,000	Girl from Paris \$7,200 (Stage Show)	Champagne Waltz \$9,000	Plainsman \$7,700	On the Avenue \$8,300

	W	ASHINGT	ON	
EARLE (2,244: 25-35-40-60-70) High. \$27,000 Low. 6,000	March 4 Ready, Willing, Able \$20,000 (Eddie Duchin Orch.) (Stage Show)	March 11 When You're in Love \$18,000	March 18 Women of Glamour \$13,000	March 25 Head Over Heels \$13,000
CAPITOL (3,424: 25-35-60) High. \$41,500 Low. 11,000		Maid of Salem \$20,000	Nancy Steele Missing \$18,500	Espionage \$17,500
KEITH'S (1,830; 25-35-60) High: \$25,500 Low, 3,000	We're on the Jury \$5,000	When's Your Birthday \$5,500	Soldier and Lady \$11,500	Fire Over England \$10,000 (9 days)
PALACE (2,363; 25-35-60) High. \$32,000 Low. 6,000	Last of Mrs. Cheyney \$21,000	Mrs. Cheyney \$9,000 (2d week)	On the Avenue \$15,000	Avenue \$9,000 (2d week)
COLUMBIA (1.583; 25-40) High. \$19,000 Low. 1,000		Love Is News \$4,500	Lloyds of London \$5,000	Holy Terror \$4,000

DURITED				
	March 4	March 11	March 18	March 25
5TH AVE. (2,400; 27-37-42) High. \$26,000 Low. 2,500	Green Light and Clarence \$7,300	Last of Mrs. Cheyney and Racing Lady \$8,600	Swing High and Mighty Treve \$8,300	Love Is News and Man of People \$8,300
PARA- MOUNT (3,106; 21-32) High. \$57,800 Low. 3,400	Maid of Salem and Off to Races \$5,800	Sea Devils and Espionage \$6,000	John Meade's Woman and Head Over Heels \$3,400	Nancy Steele and Don't Tell Wife \$6,000 (9 days)
LIBERTY (1,000; 10-27-37) High. \$12,600 Low: 1,700	When You're in Love \$6,700 (2d week)	In Love \$3,900 (3d week)	Men Are Not Gods and Parole Racket \$4,300	Devil's Playground and Women of Glamour \$3,500
MUSIC BOX (1000; 27-37-42) High. \$17,000 Low. 1,700	One in Million \$2,100 (9th week)	Green Light and Clarence \$3,000 (9 days)	Last of Mrs. Cheyney and Racing Lady \$3,600	Dr. Bull \$1,100 (Revival)

SEATTLE

	INDIANAPOLIS			
APOLLO (1,100; 25-40) High. \$15,400 Low. 1,200	March 4 On the Avenue \$4,300 (2d week)	March 11 Green Light \$5,800	March 18 Wings of Morning \$2,000 (6 days)	March 25 Holy Terror \$3,600 (8 days)
LYRIC (2,000; 25-30-40) High. \$15,500 Low. 1,800	Love Is News \$13,200 (NTG Unit) (Stage Show)	ing, Able \$11,000	Her Husband's Secretary \$13,500 (Olsen and Johnson Unit)	Nancy Steele \$11,000 (Jimmy Scribner)
CIRCLE (2,800; 25-40) High. \$26,000 Low. 1,700	John Meade's Woman • and Men Are Not Gods \$4,500	and Don't Tell the	Swing High, Swing Low \$9,300	Swing High \$5,100 (2d week)
LOEW'S (2,600; 25-40) High. \$19,000 Low 2,000		Espionage and Man Who Worked Miracles \$3,500	Family Affair and Parole Racket \$3,200	England

MONTREAL				
	March 4	March 11	March 18	March 25
PALACE (2,700; 50) High. \$18,000 Low 4,500	Camille \$7,500 (2d week)	Camille \$5,000 (3d week)	Green Light and They Wanted to Marry \$8,000	Ready, Willing, Able and Her Hus- band's Sec. \$6,500
CAPITOL (2,700; 50) High. \$30,000 Low. 5,100	Maid of Salem and Clarence \$7,500	When You're in Love and Woman in Distress \$8,000	Last of Mrs. Cheyney and Sinner Take All \$7,500	Nancy Steele and Step Lively, Jeeves \$5,000
PRINCESS (2,300; 50) High. \$25,000 Low. 3,500	Women of Glamour and Devil's Playground \$5,500	John Meade's Woman and Outcast \$6,000	Love Is News and She's Dangerous \$4,500	Men Are Not Gods and Time Out for Romance \$4,500
LOEW'S (3,200; 50) High, \$20,000 Low: 3,000	Breezing Home and Holy Terror \$14,000 (Francis Lederer) (Stage Show)	Dangerous Number and Carcer Woman \$9,000	Doctor's Diary and Mama Steps Out \$9,500	Black Legion and Find the Witness \$10,000

(Continued on page 34)

PITT NIX ON PIX PRESS TIEUPS ON THE FADE

ittsburgh, April Theatres' iggest headache around here last three years, three local dailies, Press and Sun-Telegraph tie-ups and publicity stunts, an aspirin (15) agreement among the Pittsburgh rags

comes to an end. Circuits have been battling journalistic setup here tooth

comes to an end. Circuits have been battling journalistic setup here tooth and nail ever since sheets turned their backs on the exploitation boys, even going so far as to seriously slash advertising budgets, but until now it's been no use. Film houses couple of years ago rarried the fight out into open when space, in some cases, was cut more than half but finally up, that plan of attack and have since been undermining ban with more subtlety among respective publishers. Si agreement went into effect, complete agreement of all three papers has been necessary before theatres were permitted any sort of special break and even then it's usually been limited to barely a few inches. Understood that Hearst sheet, Sunfele, was first to launch scheme for dissolution. Rag recently acquired a new managing editor, Al Dale, from Detroit, and he's sai to have all-ways been strong for theatre tie-ups as circulation builders. Dale came on to Pittsburgh last fall, but abandonment of any agreement of local Publishers Association requires 90 days' notice and decision to drop ban didn't come until begi ing of year.

Gov't OK on Mono's Blazing Barriers,' **CCC Camps Picture**

Washington, April 13. lazing Barriers,' which Monogram will produce as dramatize the

cramatize the of. CCC training camps. It has office proval and cooperation. Feehner, director of Emergency Conservation Work, has gone to N. Y. and put his final okay on the script. First time this has been done though others have had CCC story in mind.

in mind.
Editorial staff of 'Happy Days,' the CCC official newspaper, will cooperate on exploitation, ficti ization, etc.
Edwin C. Parsons wrote the original for Mono. He also is doing a novelized version, copies of book to be placed in each library in 2,000 camps.

camps.

Edward Arnold, Jr., son of the pix star, is set in the leading role of Blazing Barriers, court having okayed him for film work, a necessary routine because he is a minor.

KRESEL AND ZIRN GO TO BAT AGAIN ON ORPHEUM

Isadore J. Kresel and Samuel attorneys for Orpheum Circuit preferred stockholders, are scheduled to ask Federal Judge Patterson today (Wednesday) to review the action of Referee Occar Ehrhorn in approving the sale of Orpheum assets to Stadium Theatres Corp.

Zitri not only will ask for the review of the transaction but will demand the impeachment of the referee. Kresel ill also ask the Court, for permission to file suit on behalf of preferred stockholders against RKO directors for alleged mismanagement of Orpheum circuit while under its control. The stockholders claim the defunct cortion's assets dwindled from \$20,000,000, when RKO took it to about \$3,000.

Lorre in 'Lancer'

Peter Lorre's next starri at 20th-Fox will be Lancer Others in cast include C. Smith and George Saunders. Gregory Ratoff will direct.

Pitt. Biz Rosy; 'Marked Woman' Plus Garber Sock 25G; 'Maytime,' 20G

Pittsburgh, April 13.

It's pay-day at the mines here this week and the old allbi about too much competian is going by the boards, for record grosses are in order everywhere. Smartest thing around is the combo of Jan Garber's band and 'Marked Woman' at Stanget gross after the same of the same

Estimates for This Week

Midsummer Night's Dream, for a \$1.50 ficker.

Estimates for This Week
Alvin (Harris) (2,000; 25-35-40)—
Women of Glamour (Col) and 23½ flours Leave (GI) and 25½ flours Leave

Buck and Bubbles, disappointing at \$14,000, poor.

Warner (WB) (2,000; 25-40).

We're on Jury' (RKO) and 'Espionage' (MG). Well liked twin bill,
with recent air show of Moore-Broderick making them a marquee team.
That's being reflected in nice \$5.500.
Last week, 'Outcast' (Par) and
Mama Steps Out' (MG), just fair
\$4,700.

So-So Pix, but Good B.O. In L'ville; Davis \$4,500

Louisville, April 13.

With just so-so product at most first-runs, and a holdover, 'Maytime' at Loew's State, business is holding up surprisingly well. the Right of the County of the C

Estimates for This Week

Estimates for This Week
Betwin (Fourth Ave.Loew's) (150e; 15-25-40)—Soldier and Lady'
(RKO) and Wanted to Marry'
(RKO), dul. Fair enough \$2,40e)
Last week 'Waikiki Wedding' (Par)
and March of Time' ran strong on
second downtown week to take good
\$2,700

Bette Davis Plus Howard Bros. OK \$18,000 in Wash.

Washington, April 13.
Rain and cold, which forced postponements of Cherry Blossom Fes-

good this week, out-of-towners figur-good this week, out-of-towners figur-ing if they can't see the pretty flowers in the flesh they'll take 'em in the newsreels.

Biggest like they Palace all-time high for three-week run. Earle do-ing well with 'Marked Woman' and Willie and Eugene Howard. Capitol is plugging Cab Calloway over 'Song of City.'

Estimates for This Week

is olugging Cab Calloway over 'Song of City.'

Estimates for This Week
Capitol (Loew) (3,424; 25-35-60)—
Song of City' (MG) and vaude. Cab
Calloway and colored unit get top
billing, but playing to poor \$17,000.
Last week, Seventh Heaven' (20th) and Salici Puppets, got oke \$20,500.
Columbia (Loew) (1,583; 25-40)—
On Avenue' (20th) (2d run). Third
week on mainstem looking toward
good \$4,900. Last week, 'Step Lively,'
Seeves' (20th). passable \$3,600.
—Marked Woma, 244 (WF, 30-40-60-70)

Marked Wo

Hepburn, Dualled, Good

Dancing Lady' (MG) and 'Don't Turn 'Em Loose' (RKO) and vaude, fair \$10,500.

Princess (CT) (2,300; 50)—'Quality Street' (RKO). and 'Girl Overboard' (RKO). Point to good \$6,000. Last week, repeat of 'History at Night' (UA) and 'Don't Tell the Wife (RKO), \$5,000, nice.

Cinema de Paris (France-Film) (600; 50)—'Un Grand Amour de Beethoven '6th week). Expect '\$2,000, after \$2,500 last week.

St. Denix Grosses and Cost of the Lynco Denix Grosses and Cost of the Lynco Cost of Last week 'Vagabout Denix Grosses and Jeune Fille Modern,' \$5,500, good.

BUFF. BIZ HOT FOR ALL PIX

Strong grosses are agai in at all downtown theatres. Business took a substantial brace and the figures are well into the upper reg-

took a substantial, brace and the figures are well into the upper register.

Estimates for This Week Buffalo (Shea) (3,600; 30-40-5)—
Fitty Roads to Town' (20th) and Bowes International Unit. Combostonul get swell \$18,000. Last week, Fersonal Property (MC), under anticipation at this 3,6,400; 25-25)—
Nancy Steele' (20th) ar. "Wings of Morning' (20th). Whamming them in at top business for the house; probably \$10,000. Last week, Billy the Kid' (MG) (2nd run) and 'Mama Steps Out' (MG), held up strongly, \$9,700.

Great Lakes (Shea) (3,400; 30-50)—
King and Chorus Girl' (WB). Nice publicity; pointing to \$10,000, fair. Last week, 'Maytime (MG) (2nd run). Still showing more than average strength; around \$7,000. Last week, 'Swing High' (Par) (2nd run), Still showing more than average strength; around \$7,000. Last week, 'Swing High' (Par) (2nd run), Still showing more than average strength; around \$7,000. Last week, 'Swing High' (Par) (2nd run), Still \$23\formal{2}{4}\$ Hours' Leave' (GN) and 'Woman Alone' (GB). Doing nicely; over \$8,000. Last week, 'Breezing Home' (U) and 'She's Dangerous' (U), dropped down to so-so \$6,000.

'Maytime,' \$18,000, Tops In K.C.: 'Top Town' 9G

Kansas City, April 13.

'Maytime' at Midland catching plenty of trade and will go into lead without much trouble. 'Good Earth,' roadshowing at Orpheum, holding up. Initial week was fine.

Last week the Shrine circus at the Muny aud put the brakes on pic takes.

Estimates for This Week

Muny aud put the brakes on pic takes. Estimates for This Week

Mainstreet (RKO) (3.20) (25-40)—
Market (RKO) (4.20) (25-40)—
Market (RKO) (4.20) (25-40)—
Market (RKO) (4.20

sand March of Time' ran strong on second downtown week to take good \$2.700.

Sensucky (Switow) (900, 15-25)—

Sensucky (Switow) (900, 15-25)—

Sensucky (Switow) (900, 15-25)—

Montreal, April 13.

Mothing stand-out currently on the main stems with the Palace perhaps the size of the size

Frisco Goes for 'Heaven,' Woman, \$15,000 Each; 'Soldier,' \$14,000, Off

looks to make expenses and ing more.

Estimates for This Week
Apolio (Fourth Ave.) (1,100; 25-40).—Fifty Roads to Town (20th). Fulling very well at \$5,700. Last week (Seventh Heaven (20th), all right at \$4,500.
Circle (Mondrie) (2,800; 25-40).

Circle (Mondrie) (Par) (2d wk).
Clear at \$5,000. Did splendid \$11,700 last week.

Okay at \$5,000. Did splendid \$11,700. last week.
Indiana (Marc Wolf) (3,100; -40).
—Cloistered' (French). Good campai n, but final figures probably won't top the nut at \$4,000.
Loew's (Loew's) (2,600; 55-83-10-\$15-0). — Good Earth' (MG).
Road-show pix are not successful here, generally. Last week Maytime' (MG), at regular prices in holdover session, did \$5,900. good.
Lyric (Olson) (2,000; 25-30-40).
—Warked. Woman' (WB) and unit. Very good at \$9,500. Last week' Men in Exile' (WB) and Sally Rand unit did swell-\$13,000.

POLICE CIRCUS **NO LAUGH TO** ST. L. B.O.'S

Biz is off all over town as 10-day police circus, offering two admissions for \$1, got under way at Coliseum Friday. (9). Biggest news is 'Maytime,' in third week h. o. at Loew's, the second pix to run that long in listory of house (20th). Only 310,000, average. Last week 'King and Chorus Giri' (WB) and China Passage' (U), collected \$13,500, good. Fox (F & M) (3,038; 25-35-5)—Marked Woman' (WB) and 'Rus band's ecreta \$12,000. Fast week, 'Soldier and the Lady' (RKO) and 'When's Your Birthday?' (RKO), fair \$11,000.

Loew's (Loew) (3,162; 25-35-55)—Maytime' (MG) (3d week). Longest run in history of house with exception of 'San Francisco' (MG) and will garner big \$11,000 to be added to fine \$15,000 in 2d week). Longest run in history of house with exception of 'San Francisco' (MG) and will garner big \$11,000 to be added to fine \$15,000 in 2d week). Longest run in history of house with exception of 'San Francisco' (MG) and will garner big \$11,000 to be added to fine \$15,000 in 2d week). Longest run in history of house with exception of 'San Francisco' (MG) and will garner big \$11,000 to be added to fine \$15,000 in 2d week). Longest run in history of house with exception of 'San Francisco' (MG) and will garner big \$10,000 to be added to fine \$15,000 in 2d week). Longest run in history of house with exception of 'San Francisco' (MG) and will garner big \$10,000 to be added to fine \$15,000 in 2d week). Longest run in history of house with exception of 'San Francisco' (MG) and will garner big \$10,000 to be added to fine \$15,000 in 2d week). Longest week 'San Francisco' (MG) and will garner big \$10,000 to be added to fine \$10,000 to be added to fine

WAIKIKI' BIG \$13.000 IN PROV.

Providence, April 13.
Fresh picture product is up to normal again, with most of the first-run stands changing this week and double bills in all spots but two, Strand is going it alone with Wai-kiki Wedding, Fay's has '23½ Hours' Leave' with vaude.

Estimates for This Week
Fay's (2000; 15-25-40)—'23½. Hours Leave' (GN) and vaude. Pace okay here. House has the vaude field to itself this week, which should help; around \$7,000, nice. Last week Midnight Taxi' (20th). Also nice at \$7,400.

here: House has the value nets the list it has week, which should help; around \$7,000, nice. Last week Midstand 17 axi! (20th). Also nice at \$1,000 and 17 axi! (20th). Also nice at \$1,000 and 17 axi! (20th). Presonal Property (MG) and Trouble in Morocco' (Coll.) Pretty strong bill; pace indicates house will be among leaders at \$14,000. Last week 'Maytime' (MG). Finished strong second stanza with \$8,800 in the till.

Majestic (Fay) (2,200; 15-25-40)—Nancy Steele' (20th) and 'That Man's Here Again' (WB), Not bad going, considering how tough opposition, figure on \$7,800, good. WB) and 'Men in Exile' (WB). Just so-so at \$6,900.

San rancisco, April 13.

'Seventh Heaven' looks like the leader on Market street this week. Although the crix disagreed on the second of the s

at \$18,000, Last week Waikiri, Wedding, (Par) and "Husband's Secretary" (WB) (2d week). Good at General (Lucie) (1,20): 50-75-\$i-\$i-\$i-\$0)—"Lost Horizon' (Col) (6th wk). Stablishing a record at house. At present clip, it is running ahead of other road shows here, Last week nice \$7,500.

Golden Gate (RKO) (2,850; 35-55)—"Soldier and Lady" (RKO) and vaude. Short on box office names, pic will give this house less than an average week at \$12,000 in spite of Eric Blore's pa. on the opening average week at \$12,000 in spite of Eric Blore's pa. on the opening average week at \$12,000 in spite of Eric Blore's pa. on the opening average week at \$12,000 in spite of Eric Blore's pa. on the opening and the spite of Blore's pa. on the opening and the spite of Blore's pa. on the opening and the spite of Blore's pa. on the opening and the spite of the spi

Maytime' (MGM) (4th wk). Nice at \$3,000.

St. Francis (F-WC) (1,470; 30-35-40)— Waikiki Wedding' (Par) (3d wk) and White Legion (GN) (first rull Bing Ctoolsy picture pretty for much over \$5,000. Last week (King and Chorus Girl' (WB) and Midnight Court' (WB). Slipped badly to around \$4,000. Lust week (King and Chorus Girl' (WB). United Artists (Cohen) (1,200; 25-40)—History Made at Night' (UA) (3rd wk). Stretching run on this too long, but shortage of product is the answer. Dangerously low at under \$4,000. Last week (2nd) fair \$5,500.

Warfield (F-WC) (2,880; 35-40)—Personal Property' (MGM) and 'Her Husband Lies' (Par) (2nd wk). Robert Taylor and Jean Harlow at tracting plenty of the younger set. Very good \$11,000. Last week at \$18,000.

New Indie

(Continued from page 3)

too, is figured United Artists,

too, is figured too, is figured United Artists.

Almost every star freelancing has been mentioned as part of their setup, but with so many on the loose and more joining every month they have no fears about talent, especially with a director like Ford. Two most frequently mentioned as likely to go their way are William Powell, whose Metro contract has less than two months to go, and Fredric March, who has been his own boss \$100,000 a pic for a long time.

Setup will follow pretty closely the line hewed by Walter Wanger and Davi Selzniek, with Whitney and Claninni money said to be part of their backing.

Studlo space at present is at a premium. Washington dough has been in negotiation to build \$2,000,000 plant with eye to pix, radio and television, and the Ford-Garnett-Cowan trio may have to wait for space until something like this comes through.

If built it would be the only 100%, up-to-date studio in town, others having everything from 1005 to 1936 features to contend with. Lot under consideration is right in the heart of Hollywood.

posish is; figure on \$7,800, good. Last week 'King and Chorus Girl' (WB) and 'Men in Exile' (WB). Just so-so at \$6,900.

RKO Albee (2,300; 15-25-40)—'History Made at Night' (UA) and 'China Passage' (RKO). Nice comment sure to bring this one up to \$8,500, great to bring this one up to \$8,500, great Last week 'Man Who Found Himself' (RKO) and tab, 'At Home Abroad', on slage. Fair at \$7,500.

Strand (Indie) (2,200; 15-25-40)—
'Waikiki Wedding' (Par). Bing in \$15,000, retty good.

QUALITY STREET

QUALITY STREET.

TRO-Field piroduction and release. Stars
attaction I liephurn and Franchot Tones,
reduced by Pandre S. Berman, from
lay by J. M. Barrle. Directed by George
lay by M. Barrle. Directed by George
lay by M. Barrle. Directed by George
life Seatif, musical score, Roy Webbi,
shipern, Robiert De Grasse. At Radio City
lanks Hall. N. Y. week April S. '37.
lakes Hall. N. Y. week April S. '37.
lay the Market Brown of Tarachot Tone
stream of the Market Brown of Tarachot Tone
stream of the Market Brown of Tarachot Tone
stream of the Market Brown
lay Willoaghby Estelle Wilnwood
hary Willoaghby Estelle Wilnwood
hary Willoaghby Lieben Granville
William Childred Barrey
half of the Market Brown of the Market Brown
half of the Market
half o Sergeant Sex in Throssel

Patty
Mary Willoughby
Henricta Turniull
Funny Willoughby

MARKED WOMAN

WARNELD WOUNAIN
WITH SONGS.

WUTH SONGS.

WATHER Bros. Pieters of First. National
production. Stars Beste Dayl's Features

Jewell. Eduardo Clannelli, Jame Bryan,

Jewell. Eduardo Clannelli, Jame Bryan,

Ronding Marquis, Mayo Methot. Directe

Bryan, Brown Stars, Marchelli, Jame Bryan,

Mary	Bette Davis
David Graha	m
Enmy Lou	
Johnny Vont	ing Eduardo Ciannelli
Florrie	
Gabby	
Betty	Jnne Brynn
Estelle	
Gordon	John Litel
t'harlle	
Bulph. Kritw	ford Damlan O'Flynn
sheldon	
	Allen Jenkins
Lawyer.	Raymond Hatton

Another of those news-conscious pictures which so often break through the WB subconscious. And all right, too, other than, as with Eliack Legion, the women holding the box office answer. A strong picture and a good picture which so seems to learn toward lighter fare. There is nothing that is light, and very little that is funny, about Marked Woman' is a better made, and played, picture than Legion. With the latter it was light, and very little that is light. A possible little with the latter it was light the latter it was lettle made, and played, picture than Legion. With the latter it was lettle made, and played, picture than Legion, which possible little with latter it was lettle made, and played, picture than Legion, which could be also with the latter it was light, and best Davis it work that they are what they are and the clipton of the girls working for a vice king. The film holds no brief for them. They are what they are and the clipton to sell. This is a hard hitting yan of the direct favorably to Miss Davis. There has been little doubt that, as an actress, this girl has got it, and Marked Woman will help cemen that fact. She is among the Hollywood few who can submerge themselves in a role to the point where for men she who can submerge the son and a good farmed that fact. She is among the Hollywood few who can submerge the son and all regular than the propose of the establishment of the point where son and a good farmed that fact. She is a mong the form the point packed woman will be prement that fact. She is a mong the form the point packed woman will be prement that fact. She is a mong the form the point pack

realism is the least of it, but it also indicates the confidence this girl has in herself. Screen actresses who are insecure are not addicted to allowing themselves to be unflatteringly cameraed, and here Miss Davis occasionally walks acound in unbecoming guise plus a hospital sequence where shorts but here also can be no question that they belong, which was a state of the properties of the wide king's hirclings. There is nothing pretity about these shots but there also can be no question that they belong. Miss Davis main concern, on appearance, should be her rather long neck. No complications about the story. The five girls are hostesses in an elaborate clip-joint with Miss Davis, as Mary, the only one with any and the story of the story. The five girls are hostesses in an elaborate clip-joint with Miss Davis, as Mary, the only one with any and the story. The five girls are hostesses in an elaborate clip-joint with Miss Davis, as Mary, the conflict of the control of the properties of th

Soldier and the Lady

Soldier and the Lady

RAO Traile setate of Pancro E Berman
problem of Pancro E Berman
Rabindo E Rabind

This picture is Michael Strogoff and was previewed under that title on the Coast. It since has been retitled Soldier and the Lady, a questionable switch. The Jules Verne story is well known and was distributed silently twice as 'Strogoff,' by Universal, in addition to having been done abroad. A spectacle picture which misses being big and shouldn't be expected to grind out high grosses.

snoutin't be expected to grind out high grosse.

Individually, members of the cast contribute to the force of the picture but batting the boxoffice with these names will mean nothing. Film must be plugged through other selling points.

Miniature Reviews

Quality Street (RKO).

Katharine Hepburn and Franchot Tone unable to instill any life, and little entertainment, into this old-timer from legit.

Marked Woman' (WB).

Strong, and well-made underworld drama with Bette Davis, No romance or comedy. Indicates spotty draw depending on forminine 'reaction'

"Seldier and the Lady (RKO) Jules Verne's 'Michael Strogoff' under another title. Spectacle film lacking strength and names. Will have its troubles. The Man Who Found Himself' (RKO). No names in this hokey 'B' session about a flying doctor who went to the bowwows and came back.

'ing While You're Able' (Modern). Pinky Tomli and Toby Wi in a thi romance with Second-dualer.

'Let's Get Married' (Col).

(Modern) Pinky Tomli and Toby Wi in a thi romance with Second dualer.

Let's Get Married' (Col). Ida Lupino and Walter Connolly can't lift this romantic comedy from lower shelf dual class.

enough. Barbarism of the Tartars, the scenes between Strogoff and his mother, the final turning of the tables on the Tartars and a swellight between Tamiroff and Wallbrook, all gri Char.

Man Who Found Himself

RKO-Railo release of Cliff Reld produc-tion. Features John Beal, John Rottalne. Directed by Lew Landers. Adapted by G. W. Atwater and Thomas Lonnon from story by Allee P. Curtis; campen, J. Roy Hunt. At Palace, N. X., week, April 2, 37, Running time, 67 inline. John Rea

Jlm	John Beal
Dorls	Joun Fontaine
Dlek	Philip Huston
Barbara	Jane Waish
Stanton	George Irving
Nosey	James Conlin
Roberts	' M. Thomas
Helen	Diana Gibson
Patient	Dwight Frye
Hobo	Billy Gilbert

Belen. Dana Cheen took of the calls Harold Bell Wright's old classic of hoke, When A Man's A Man. This time the trimmings are modern implaned to the control of the control

RACKETEERS IN EXILE

Columbia production and release. Pertures George Bancroft, Evelyn Venable, Wynne Gibson, Directed by Eric C. Kenton. Story, Hurry Suuber; secten play, Harry Suuber; Botter Sannon; cauter, Lucier-Builder, George Stoffer, Sown, Jambert Day, erit, Berry Stoffer, Sowne, Lucier-Builder, editor, Otto Meyer; sound, Jambert Day, et al. Berry Stoffer, Sowne, April, 3, '25, or Judy, Lunning time, 'of mins, and 'columbia' and 'columb

William Waldo	
	roft .
Myrtle Thurnton Evelyn Ven	able
Bube DeVoe	eon'
Blackle	nne
Happy John Gallar Horseface George Mc	telet
Horseface. George Mo	Kow
SyGary O	n ay
Thyrus Jack Clif	Cord
Thornton	
Mr. Tharnton	ress.
Porky	well.
Parker Jonathan 1	arie

and handles it there isn't much.
Pretty feeble b.o. potion, which will land only in dual setups. One attractive set in the film, the combo cathedral and radio station, Barn.

Sing While You're Able

Sing While You're Able

(WITH SONGS)

Modern Films release of Maurice Conn
production (Melody Picture). Stirrs Pinky

Jonnilla. Beatures Roby Ming. Eert Roach.

Breatley, Sam Wren. Directed by Mar
Bright Sam Wren. Directed by Mar
Greenhaldir, supervision and edilling, Martin

G. Cohn; asst director. Henry Spitz; songs,

Gornia Les and Paul Prick, Buddy Logge,

Connia Les and Paul Prick, Buddy Logge,

Bright Sam Wren.

Bright Sam Wren.

Whitey. Department of the Sam Wren.

John Sam Wren.

John Sam Wren.

John Sam Wren.

Jimmy Newell. Michael Romanoff

Biter-Jane-Dotty. Three Britus Sisters

Junior varsity squad of players in

TRUSTED OUTLAW

Republic release of A. W. Hackel production, Stars Bob Steele; features Lois Tanuary, John Burday, Early Wice, Di-January, John Burday, Early Wille, Di-January, John Burday, Sangaran, John Burday, Sangaran, Pred Myton; eumern, Ber Longenecker: Jound, Clifford Rubers; ed. Hors, S. Roy Luby, At Colonial, Lincoln, Neb. week of April 2, 37, on dual. Run-January, John Burday, John Bur

Bob Strele
is January
n Barclay
Esrl Dwire
Charile King
lek Crimer
Hal Price
Hud Buster

Adler Mont Buster Mont Buster Montiff.

Bob Steele brand of western is shoved up another notch in action estimation with Trusted Outlaw, a fast-moving film with formula departures.

Stecle, a fave with the kids, puts on a good exhi ition of fistics and fast riding. He's a lad with outlaw blood in his veins, according to the state of the stat

go home, guaranteeu the guy.

Earl Dwire, who works in nearly every one of these cactus capers, is the bad egg i his usual convincing manner.

Barn.

LET'S GET MARRIED

Columbia release of Everett Riskin production. Features Ids Lupino, Walter Combine Relain Bellauv, Directed by Afred Production. Features Ids. Carr. Assistant director, San Nelson: camera. Henry Freulier, coltor, Al Clark, At Fox. Brooklyn, N. y. Cutor, Al Clark, At Fox. Brooklyn, N. y. G. Willish. Tunning time.

Hank Keth

Aomantic comedy in mediocre
dualer, but wouldn't have needed
much help for top deck rating. Story
is carbon copy stuff. Background
of the weather bureau and explanalifted pic into A classification. But
just when film seems ready to get
places, the stereotype love; interest
grabs- major attention. Thereafter,
Tet's Get Married' is lightweight
födder, Ida Lupino and Walter
Connolly' score heavily to hypo
film's plausibility and entertainment
strength.

strength, Likable, 'practical' politician tries

Short Subjects

MARCH OF TIME 20 Mins.

MARCH OF TIME
20 Mins.

RKO-Radio

Newest March of Time hits a new peak in timeliness because it is going out immediately after the Wagner labor act decision by the U. S. Supreme Court. Highlight of present issue is, its vivid, treatment of the Supreme Court. and the Supreme Court controversy, with the same the vital impert of the supreme Courts activities is soften the vital impert of the supreme Courts activities is soften the vital impert of the supreme Courts activities is soften to the supreme Courts activities in soften to the supreme Courts activities in soften to the suprementation of the suprementation. The government has developed the campaign for physical fitness to partially duck malnutrition.

The amateur sleuth fad is select upon to illustrate the importance of woluntary of time detection. Chiese Crime Detection Laboratory in U. S. located in New Jersey, where the hobby of a business-professional group produced its formation. Manner in which these engineers, dentists, doctors and designers operate as experts in moulage, ballistics, fingerprint identification and other sciences of crime detection is blayed up.

West West**

'NEW NEWS'
With Tom Kennedy and Monte
Collins

Comedy

18 Mins,

Columbia

capable funsters, who have been funny in smaller bits in features, are dwarfed here by their slapsteiky material, ordinary direction and lack of originality. Tom Kennedy and Morte Collins as the two ambitious cleaning shop deliverners are a full quoted laughs whenever given a chance.

Big difficulty is that the scripters and director dragged in the caketossing gag, kitchen manipulations of an amateur chef, the pratifalls on cactus prickles, tearing off the society dames' skirt and other ancient hokum. The two get their newspaper story by disguising themselves as chef and manservant with the anticipated outcome. This comedy would have been a lot better in one reel: As is, it is not even interesting knockabout humon. Wear.

met. As 3, is the tweet.

Met.ODIES OF JAPA?

With Yoshie Fujiwara.
Musical Travelogue
15 Mins.
Star of this novelty short is Yoshie
Fujiwara, billed as 'Japanese Bing.
Crosby'. He sings, but the similarity
ends there. Trobably ofava in his
other trade at matinees. Strictly
Nipponese fodder, although he sports
western duds.
Pic itself is rather haphazard
quickie tour of Japan, employing
virtually every known photographic
cliche and hopping about in bewildering fashion. Little thought of
continuity. With the sports
western dust.

With the sport of the sport
surface of

that Jap standby, Fujiyama. Hobe.

to wangle election to Congress for his spithre daughter's socialite admirer. Between quarrels with everyone in sight, girl falls for socialite's buddy, weather bureau chief. When almost marries the condition of pique. But an unexpected downpour wins the election for the socialite the desired of the condition of the socialite of the sociality o

KIMIKO

KIMIKO

(JAPANESE MADE)

International Film Bareau release a Photogram to Plan Bareau release to Photogram to Pentures Sachiko Chim. Directed button. Pentures Sachiko Chim. Directed button. Pentures Based on the novel. Two Wives, by Minoru Naknoo. Photogram V. Wickey, by Minoru Naknoo. Photogram V. Wickey, by Minoru Naknoo. Photogram V. Wickey, by Minoru Naknoo. Photogram V. Habentie, N. Y. week April 12, '37, ming time, 7 mins. Sachiko Chima Kimiko Yamamoto. Sadao Maruyama Salji. Virko Hanalusa Shunsaku Yamamoto. Sadao Maruyama Salji. Hinchelino Oslawa Salji. Hinchelino Oslawa Kimiko's Aunt. Chikako osolowa Kimiko's Aunt. Setsuko Hori ashi

(In Japanese, With English Titles)
First-Japanese talking pic shown
in America. 'Kimiko' was selected as
'film representative of modern Japan'
(Continued on page 33)

Of all the great things Paul Muni

has done...

of all the burning roles

Miriam Hopkins

has ever played . . . none compares to the impassioned drama

that now brings them together!

DEFINITELY ONE OF THE BIG BOX-OFFICE THE BIG BOX-OFFICE 1937!

AMERICA BLANKETED NATIONAL ADVERTIS

newspapers reaching every corner of the country! displays, dramatically pre-selling tickets to





Motion Picture Academy Award, now crowns his career with the greatest role of 1937!

PICTURE

Muni! - more like a flaming

BY A TREMENDOUS IG CAMPAIGN in hundreds of daily

... Four great, big, dominating three-quarter-page smash uncounted millions on this great show!

He had faced a thousand deaths ... but no death so deep as this doubt that now seared his heart -burned his brain-tortured his soul. Was this woman his-or another's?

Not in all the months of great pictures has a drama thundered its way to glory like this...this battle of love in three human breasts!

PALL MUN

HOPKINS

in

VOMAN I LOVE

with LOUIS HAYWARD

Directed by ANATOLE LITVAK • Produced by ALBERT LEWIS • From the novel "L'Equipage." by Joseph Kessel • Published by Librairie Gallimard • Editions of the Nouvelle Revue Française

erfully thrilling than you have ever known him! Hopkins! h, blazing in a no-man's land of warring human hearts! BIG PRE-RELEASE OPENINGS THIS WEEK AT RADIO CITY MUSIC HALL.. PALACE, CHICAGO.. MICHIGAN, DETROIT.. HIPPODROME, BALTIMORE

RKO-RADIO IS GOING PLACES!...

Read on!..

"THE WOMAN I LOVE" is the first of the big shows RKO-Radio told you about last week ... Next ... and coming right away!

FRED ASTAIRE * GINGER ROGERS in "SHALL WE DANCE?" EDWARD ARNOLD + CARY GRANT

FRANCES FARMER + JACK OAKIE in "THE TOAST OF NEW YORK"

JOE PENNER - MILTON BERLE - PARKYAKARKUS "NEW FACES OF 193 HARRIET HILLIARD AND SCORES OF OTHERS

and.

outstanding production

COLBERT

starring CLAUDETTE

FRED ASTAIRE in "Damsel in Distress", with Gershwin's music . . HOWARD HAWKS' direction of Kipling's "GUNGA DIN", screen play by Hecht and MacArthur . . JACK OAKIE in "Super Sleuth".. Another big HEP-**BURN Picture.. BOBBY BREEN** in "Make A Wish" . . BARBARA STANWYCK in "A Love Like That"... JOE E. BROWN in "All Is Confusion"..and an

JAMES STEWART will appear opposite GINGER ROGERS in "VIVACIOUS LADY"

which goes before the cameras this week, with a cast including James Ellison, Virginia Weidler. Donald Crisp and Fay Bainter!

SEAGOING PIX NICE COIN

FABIAN LOOKS SET ON FOX, **BROOKLYN**

Federal Judge William Bondy indicated Friday (9) that he may approve the reorganization plan of the Flatbush-Nevins Corp., owners of the Flatbush and the Judge on the Judge of the Ju

VARIETY CLUB'S CONV. ASSURED BIG TURNOUT

Chicago, April 13.
The Variety Clubs of America national convention, Saturday and Sunday (17-18), at Omaha, looks to

Sunday (17-18), at Omaha, looks to be heavily attended.

Move will be made to bring next convention to Milwaukee, feeling that a more central location will bring a bigger attendance, although this year's is to be one of the biggest ever. Some 450 tickets for the \$10 dinner are already sold, and the \$5,000 souvenir program is also underwritten.

Jessel to M. C.

Omaha, April 13.

George Jessel has been signed by the entertainment committee to act as m.c. for the National Variety Clubs' convention show here Sunday. April 18. He'll come on from Hollywood and Indications are Mrs. Jessel (Norma Talmadge) will accompany. Jessel will m.c. banquet, program and show, following which he returns west.

Annual convention begins with biz

company. Jessel will m.c. banquet, company. Jessel will m.c. banquet, program and show, following which he returns west.

Annual convention begins with biz meeting Saturday morning at 10:30. In the state of the st

Can't Take It

Possibility of the Motion Picture Theatre Owners of America going on an ocean cruise on its next convention has been definitely discarded.

Exhibitor members can't take it, check revealing that too many of them get seasick easily.

More Poolrooms and **Bowling Alleys But** Pix Gets 75% U. S. Coin

Washington, April 13.

Motion picture houses in the United States are outnumbered by poolrooms and bowling alleys, but account for almost three-quarters of the nation's expenditure for amusements.

In designation

amusements.

In detailed break-down of the entertainment business, the Census Bureau Monday (12) published the most comprehensive study ever made of where the average American spends his money for diversion. This revealed that 12,024 film and vaudfilm houses operating in 1935 raked in \$508,196, and 12,412 cue palaces and alleys pocketed a mere \$43,271,000.

This means that exhibitors, who

\$43,271,000.

This means that exhibitors, who account for 31.9% of the amusement enterprises, get 72.7% of the customers' expenditure, whereas pool and bowling entrepreneurs, who represent 32.9% of the business places, take only 6.2% of the industructure groves.

try gross.

The concentration of theatres was The concentration of theatres was studies. Cities with 100,000 or more inhabitants had 3,221 film houses which did \$282,415,000 worth of business, or 55.6% of the total picture business. Cue emporiums and alleys in the same group of municalities numbered 4,094, or 33% of the total, and garnered \$19,090,000, or 44.1% of the gross for this branch of the biz.

SAENGER ENJOINS COL. ON 'THEO' AND 'LOVE'

New Orleans, April: 13 New Orleans, April 13.

A temporary restraining order against Columbia, prohibiting it from releasing Theodora Goes Wild' to opposition houses in the city, as well as to theatres outside the city, in sections where their theatres are represented, was granted Thursday (9) to Affiliated Theatres. Affiliated theatres are represented in the property of the college of (9) to Affiliated Theatres. Affiliated's action is third suit of kind on same subject. Affiliated booking combine operates from Saenger head-quarters. No hearing date has been set.

quarters. No hearing date has been set.

The Saenger circuit and the Affiliated Booking Agency obtained another temporary injunction on Friday from Judge Barnes enjoining Col from delivering the Grace Moore picture, 'When You're In Love,' to any competitive houses.

Film Houses Rate No. 4 Average in Amus. Census

Average in Amus. Census

Washington, April 13.

Although the exhibition business
tis by far the most important branch
t of the amusement industry, the average receipts of film and vaudfilm
houses are far down the list of different types of entertainment, Census
Bureau report showed Monday (12).

Horse and dog tracks, which were
located in only a small number of
states, had the biggest average take,
a \$507,281. Legit and opera was second, \$124,241; followed by baseball
and football clubs and other sports
enterprises, \$59,326,000. Film houses
were fourth, with an average revenue of \$42,265. Anusement parks
rated. fifth, \$29,044.

Average revenue of other types of
amusements was as follows:

Bands and orchestras, \$6,513; bathing beaches, \$6,762; billiard and pool
parlors and alleys, \$3,486; boat and
canoe renters, \$1,575; circulating
libraries, \$2,261; dance halls, studios
and academies, \$3,380; riding academies, \$3,795; skaling rinks, \$4,046;
swimming pools, \$2,777, and miscellaneous, \$8,529.

\$600,000 PER YR.

Half Income Comes from U. S. Navy Dept., Which Shows the Gobs the Latest from Hollywood - Cruise and Transoceanic Liners Contrib Another 300G for Shipboard Screenings

SUNDRY TABUS

Film rentals for shipboard showing is a \$600,000-a-year business. The U. S. Navy alone forks over around \$300,000 or more a year so gobs on the briny can gander Dietrich, Harlow and Mae West. Estimated that the major steamship lines lay out another \$300,000 annually to keep the passengers contented en voyage. Commercial lines are ultra cautious about type of pix taken, but Uncle Sam grabs almost anything.

Sam grabs almost anything.

Navy's \$300,000 annual outlay is figured on 350 features, taken from all major American studios. Average price is approximately \$800 a feature. In addition, Navy Department also takes shorts and newsreels, filling out the \$300,000 figure.

Per-pic price of \$800 includes two prints of each production, one being shown on Pacific Fleet ships and other going to Atlantic Fleet. Prints are theoretically bought outright, but actually are returned after three or four years so film companies may salvage materials. Idea is that every ship gets an o.o. at each pic before Navy reurns it. Only 'immoral' pix get thumbs down from Navy, but there's no such thing any more under the Haysian code. Otherwise anything goes, with comedies, musicals, dramas and whodunits equally in favor.

In the case of the passenger lines.

dramas and whodunits equally in favor.

In the case of the passenger lincs, all take pix, including Cunard-White Star, French, United States, Italian, German, 'Holland-American, Swedish, Polish, Furness, Grace, Dollar, Japanese, Panama-Pacific and several others. Some lines spend around \$30,000 a year on pix, others various amounts under that.

It has been estimated that two or three pix-showing liners sail daily

It has been estimated that two or three pix-showing liners sail daily from various ports in which prints are picked up. Ships take an average of four or five prints on a voyage, the per-print price ranging from about \$60 to \$100 and \$125. Shorts and newsreels are added.

Apparently no set schedule of prices for pix rent.ls to ship companies. Varies according to the film, length of time it's kept out, whether the pic has been released, availability of prints and even according to what companies are doing the dickering.

what companies are doing the dickering.

Different ship lines pay varying amounts, same story going for distribs. Rule, if it can be called that, seems to be to charge all the trade will carry on the one hand, and to get as much as money will buy on the other.

Most ships are equipped to show regulation size films, but a few boats take the 16-mm pix. Only a few of the newer and larger liners have special theatres for film shows at sea. The Normandie and Queen Mary are among them. Others set up screens, projection equipment and seats in salons or (in good weather) on deck.

salons or fin good weather) on deck.

Choosey

Where the Navy takes nearly everything in pix, passenger lines are hyper-skeery about films. Countless tabus exist and they vary with each company. Several general rules, however. Films containing ship-wreek seenes, such as the Titanic sinking in 'History is Made at Night,' are absolutely nixes. So are mentions of any other kind of maritime disaster.

Most whodunits for any pix of a terrifying nature, such as spook films or too thrilling mellers are.

Nost wall all ships of foreign lines 700,000 persons account for the gross it of the carry films from their own countries, only recently have they been using the exhibition business, account for ship pix showing is the exhibition business, account for ship pix showing is the very variety of the exhibition business, account for ship pix showing is the very variety of the exhibition business, account for the gross it of the carry films from their own countries, only recently have they been using that they have they been using the exhibition business, account for ship pix showing is the break strong play on French line ships before it was shown in America.

At present only one agency books after the pix of the pix of the carry films from their own countries, only recently have they been using the carry films from their own countries, only recently have they been using the exhibition business, account for ship pix showing is the breakt variety of the exhibition business, account for ship pix showing is the very variety variety in the exhibition business, account for ship pix showing is the very variety var

SHIPBOARD FILMS' N. Y., Chi, Philly, L. A. and Detroit Account for 25% of U.S. Show Biz

figured likely to frighten passengers and make them over-sensitive to the suggestion of accident. General rule, in fact, is against any pic with maritime subject.

Films which might be thought to contain jokes or implied criticism at the expense of any country or race are a sure tabu on boats of that nation. Example of that is 'Stolen Holiday' (WB) based on the Stavisky scandal and therefore nixed on French line ships. What is okay is also somewhat dependent on the type of voyage being taken. Light comedies and musicals are preferred for cruises, on which the majority of passengers are figured to be young and frivolous. Dramas are acceptable on the transatlantic liners.

on the transatlantic liners.

Ships on which many passengers speak a foreign tongue generally prefer musicals, as the difference in language is not such an important matter. But serious trouble may ensue if an accident in a pic is taken amiss by some nationality abroad. A case in point is a two-receler shown after dinner one night on the transatlantic run. Laughs of the comedy were all via the luddrous accident-aboard-ship gag, with fire hoses bursting, platters being upset in the dining room, the ship springing leaks and virtually every possible mishap occurring. Payoff was reached when a gal in the film tied the captain's beard to the ship's rail. Distrib almost lost the line's business for that one.

Steamship lines like to get pre-release pix, and generally they suc-ceed. Distribs usually try to ar-range that film will be released in New York first runs before the ship New York first runs before the ship returns, but that is by no means a rule. Seems to be little criticism from exhibs against pre-release rent-als to ships. Figured they play to small audiences from scattered lo-cales. Shipboard showings are also put down by distribs for 'prestige.' Roadshow films are rarely rented for ships.

Favor Own Nationals

Favor Own Nationals

Distribs in this country try to favor the United States lines whenever a choice arises. British ships don't pick any pix in America except for cruises to the West Indies, etc., where the departure and arrival points are both on this side. Otherwise they take Gaumont-British films and also book Hollywood productions in England. Figured they keep money in their own country that way and also get a currency exchange break. German and Italian boats take few pix in America, getting them in their home ports. Dollar liners and Jap ships pick up on the Coast.

pick up on the Coast.

Despite almost constant pressure from exhibs to book such-and-such a film on this trip 'to please Oscar Glutz, our director or producer, who's going to be aboard.' steamship lines rarely fall for that routine. But they do try to have an actor's latest pix shown en voyage if a popular star is among the passengers. Figure that's good business.

It's been reported that distribs oc-

sengers. Figure that's good business. It's been reported that distribs occasionally loan major films gratis in return for 'exclusive' rights on important or maiden voyages, but none admits it. Then there's also the case of an exec from one studio who burned all the way across on a transatlantic run because the only pix aboard were from his pet rival's lot.

W.hington, April 13, Nation's five biggest metropolitan areas account for well over onequarter of the aggregate income for

all types of amusements, the Census Bureau disclosed Monday (12). Final report on entertainment

business showed 64 out of 75 places with population exceeding 100,000 individuals reported outlays for diversion were above the \$1,000,000 mark but only the five largest urban centers were in the eight-figure class. Total receipts of amusements in New York, Chicago, Phlladelphia, Los Angelcs and Detroit in 1935 were \$189,112,000 out of the national total of \$699,051,000.

of \$699,051,000. With more than twice as many joy joints as the nearest competitor, Gotham naturally set the pace. New York enterprises collared \$109,458,000, or three times more than Chicago's, where the gross reached \$35,507,000. Philadelphia was third, \$16,739,000; Los Angeles ran fourth, \$16,242,000, and Detroit wound up fifth, \$11,-166,000.

and Detroit wound up fifth, \$11,-166,000.
Four of the five boroughs com-prising New York were in the eight-figure class, with Manhattan far ahead on the strength of a \$85,502,000 total. Brooklyn ran second, Brook third, Queens fourth, and Richmond fifth

List showing where the big money in amusements is, follows:

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	The ' 741 (ilm he	SASIL	in cities av

The ',741 film houses in cities over 500,000 persons account for mor than one-third of the gross income of the exhibition business, according to the Census Bureau report Londay

112).
Following is the breakdown on revenues of motion picture and vaudeville theatres by different sizes

BETTES BETTER THE BESTI

"Marked W Record in Sells 25 Tic And Lobby

AND IT'S RUNNING DAY SINCE LAST



WARNER BROS. Made Her That Way For You!

19

oman Smashes Anthony Adverse First 2 Days at N.Y. Strand!

kets Per Minute Forcing S.R.O. Holdout on 3rd Day-Monday!

AWAY WITH RECORDS HOUR-BY-HOUR, DAY-BY-WEEK-END'S SUPER-SENSATIONAL OPENINGS IN San Francisco

Philadelphia
Washington
Memphis
Boston
Louisville
Pittsburgh
Milwaukee
Indianapolis
Kansas City
Omaha
Portland
St. Louis

New Haven

Will Leave a Mark You'll Never Forget, it?

Will Leave a Mark You'll Never Forget, it?

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A First National Picture

A First National Picture

COCKU

IT'S EVEN
BEATING
"G-MEN"!

Exhibs, Distribs Finally Meet In London, but All Is Not Serene

London, April 4. a carefully worded statemen following the first of a series of joint istri talks

hopes of promoting united action to stall threatened Gov't intervention in the motion picture business, the secretaries of the Kinema Renters' So and Cinematograph

Ass'n declared: ' interchange of

; progress was made

; progress was made and a further meeting arranged.' Progress, however, was actually not so definite as to be noticeable and the uncompromising attitude of both sides menaced possible chances of any formula being discovered. Incentive to current moves has come all the way from the C.E.A., following a hint from Dr. Leslie Burtonganize the industry from within would result in control from outside. Association demands agreement on four points:

Quota Reduction

Reduction of exhibitor's quota of British films; standard booking con-tract; distributor cooperation in checking modern overseating tendencies; formation of a Trade Contro Board, governed by legislative pow

control Board, governed by legislative powers.

Only on the first of these is the K.R.S. in agreement with the exhibs—and would, in fact, welcome whitting down the quota to the extinction point. Distributor standard contract terms were fastly-rejected last year by the C.E.A. members. K.R.S. is very scared of any form of Gov't intervention, fearing it would jeopardize its united trading front As regards overseating, distributors have until now refused cooperation, due to lack of coordinated policy within the C.E.A.

Chances are, if any agreement is to be reached, that the distribs will be prepared to make concessions regarding booking terms in exchange for C.E.A. aid in stalling the Gov't. Theatre building problem can probably be left to later negotiation—and would perhaps be handled by any form of joint arbitration board established ithin the industry.

Anticipated before current talks that producers would be invited to sit in. No possible likelihood of a three-way agreement is, however, seen by insiders, who declare the concerted anti-quota policy of C.E.A. and K.R.S. would be repugnant to the producers.

ITALIAN PIC STUDIOS GOING FULL SPEED

Rome, April 2

Rome, April 2.

I ratelli Castiglioni' (The Castiglioni Brothers), which Corrado Girrico is directi in the Pisorno Studios at Tirreni, is almost finished. Work on the new Somallland film 'Marrabo' is progressing rapidly; Doris Duranti, Giovanni Grassi, Jr., and Fosco Giachetti have left for Africa to complete the cast down there.

Meanwhile work has been started on 'The Two Barbers of Seville,' for which Kurt Alexander did the script. Coletti is directing and Ausonia Film Producing. Consorvic EIA film 'The Count of Brechard,' directed by Mario Bonnerd, script by Giovacchino Forzano, has started as also Conzorzio Speci's film based on the comedy of Rossato and Gian Capo 'Nina, non' far la Stupida' (Nina, Don't Be Stupid), which is being directed by Nunzio Malasomma.

In the Pisorno studios at Tircenia work has been started on a French film 'Le Voleur de Femmes' (The Robber of Women), directed by Abel Gance. Both the interiors and the exteriors for this film are to be done entirely in Italy.

Gance. Both the interiors and the exteriors for this film are to be done entirely in Italy.

Isa Miranda, star, is in

entirely in Italy.

Isa Miranda, star, is in rance, where she is to play the lead in The Lie of Nina Petrowa, which Tourianski is directing. As soon as finishes, she returns to Rome, where she will be starred in an Italo-German film before her departure for Hollywood (Par) in October.

Another Italian film star. Ermete Zacconi, is in France. He is taking part in the scenes lad in Italy of a Sacha Guitry film The Seven Pearls of the Crown'; action of the film is to embrace three countries, three to embrace three countries, three languages and three centuries.

Film Color Symph

Ferdinand Earle, old-timer of Hollywood, has evolved a new type of film which uses neither actors, words nor animated characters. His process finds expression through colored film which moves in har-monious procession to an orchestral symphony.

symphony.

Entitled 'Amar, the film Earle is now producing is designed to be, according to its inventor, 'what music is to the ear, and, combined with music, will convey both by the ear and eyes simultaneously a multiple sensation quite novel and very curious.'

Ermend Bonnal is writing the mu-sical symphony which will be used with the film.

Invention is patented here, and Earle heads the company financing the production. When it is finished it will first be presented to a committee of art patrons.

Four American Pix Sell Big in Berlin

While the Marmorhaus is packing them with Born to Dance, the Astor, two blocks away, is doing nicely with 'San Francisco' (MG), Early to Bed' (Par) is drawing fem at the Kurfurstendamm, and Hepburn in Morning Glory (RKO) is doing big biz at the Studio. Customers here get a chance to see so few American pix that anything showing up gets a hefty play.

Earnings Up

(Continued from page 5)

of earnings for the first six months of the fiscal year. Though the earnings statement for the first half of the fiscal year ending around the first of March this year has not been issued by Loew's, Inc., latest indications are that it will show between \$5 and \$6 per common share or net earnings at the rate of \$11 to \$12 annually. nually.

earnings at the rate of \$11 to \$12 and nually.

Report for the first quarter ended on Nov. 19 showed net profit of \$3,457,973 or \$2.14 per common share, which is about twice that of the initial quarter in the preceding year. The street now hears that for the second quarter, covering December, January, most of February and part of November, the net profit has been running close to \$4 per common share. These are generally considered the richest months in the industry both for film rentals and take at the theatre box office, both of which contribute to the Loew income.

WB's Activity

Strong buying in Warner Bros. common stock, even while the market was dragging bottom last week, apparently was based on good quarterly earnings statement expected to be cut shortly. Traders familiar with trend in gross business being run up wieture companies estimate that

be cut shortly, Traders familiar with trend in gross business being run up by picture companies estimate that the latest quarter for Warner Bros. will show earnings above 40c. a share on the common, and possibly 50c. per share. Because Warner Bros. showed only 75c. per common share for entire year ended Aug. 29 last year, even conservative estimates in Wall Street are that net profit probably will be doubled during the present fiscal year. As trading closed yesterday (Tues.), the persistent and excellent type of buying had pushed the quotation for the common up to within stri ing distance of the highest level attained last year on in 1937. Belief in the street that the company soon would have better income-making pictures and that the theatre division of the corporation soon would be benefting from a general-tilt i admission scales, also encouraged fresh purchases of the stock.

couraged fresh purchases of the stock.

Belief in the street is that the company has definitely decided to abandon any plans for issuance of additional common shares, either the recessity for such flotation for extra capital having disappeared or the money having been obtained through another medium.

WET WEATHER IN SYDNEY

Biz Up All Around—'Theodora' Hold-ing Up In 4th Wk

Sydney, March 27.—
Wet week has aided bo. considerably. "Theodora" (Col) swings into its fourth stanza, quitting next week, quitting to make way for Warners' Charge. "Banjo (Pox) got a roasting from the crix and can't hope for much. 'Valiant' (Par) may make out oke on femme biz. 'Girl From Paris' (RKO) elicks into second week, but shortly, moves in favor of 'Gold-Diggers' (WB-Q). 'Gorgeous Hussy' (M-G) is no smash and quits in favor of 'Born to Dance' (M-G). British films include 'This'll Make 'You Whistle' (AD), 'Sabotage' (GB) and 'End of Road' (GBD). Cinesound's 'It isn't Done' got away to a fine start and should return heavy coin.

Weekly-change has 'White Hunter' (20th) and 'Sing Me a Love Song' (WB), both doing nice biz, Easter attractions will include 'Lloyds' (20th), 'Winterset' (RKO) and 'Charge' (WB).

Melbourne. March 27. Sydney, March 27.

Melbourne, March 27. Melbourne, March. 27.

Mr. Deeds' (Col) swings into a fifth week, 'ibeled Lady' (M-G) into a fourth, and 'Road to Glory' (Fox) a third, with 'Valiant' (Par) likewise. Others include 'Ramona' (Fox), 'Crime and Punishment' (Col), 'This'll Make You Whistle' (AD), 'Land Without Music' (AD), 'Here Comes Carter' (WB) and 'Here Comes Carter'
'Daniel Boone' (Col).

MORE FRENCH TABUS ON U.S. PIX

Paris, April 13.

Minister of the Interior Max Dornov has decreed the banning of pro jection in France of all films where

moy has decreed the banning of projection in France of all films wherein gansters or bandits are shown in action, such as holdups, cracking of safes or bank stickups; and especially those 'showing battles.' Such pics, he figures, create an unhealthy example, with a resultant social danger.

Action follows on the heels of sudden action last week in the banning of 'Black Legion' the night before it was to open. Censors had looked at the picture three times, but WB hadn't figured on a ban, figuring some cuts, perhaps, as the most drastic likely action. Company had even started work on dubbing the film into French, using the English film with superimposed French titles in the interim for first run in Paris. Edmond See, head of the Censor Board, has been informed of thenew ruling versus gangster pix, while the sub-director of the Surete National and the Inspector General of the Prefecture of Police will be principally charged with control. All producers, distributors, exhibitors and police heads throughout France were notified at the same time.

Recent wave of armed holdups and

France were notified at the same time.

Recent wave of armed holdups and other gangster exploits in France have been attributed to the influence of these "Hollywood pictures," which is the answer to the new action. Decree means that even such pictures as have already been passed by the censors can now be taken up and called in.

American filmers here don't think it's terribly important in itself, since there are few gangster pictures made these days, but figure it as the first irritating move to find ways of cutting down American competition in the French market. Commercial treaty between the U. S. and France keeps anyone from taking any real action against Hollywood—and a lot of lads don't like it.

Italian-S.A. Tour

Rome, April 2.

Anton Giulio Bragaglia's company, with Laura Adani and Renzo Ricci, is leaving May 25 for a tour of South America. Will go for a fortnight to San Paulo, where it will take part in the 'Italian Week' celebrations; then for a week to Rio, and for 40 days to Buenos Aires. After that it will make a tour of towns in the interior of the Argentine and may also go to Chile.

Company, which will be directed by Bragaglia, will give recent Italian, novelties and some older plays.

Vienna Shaves 10% of Its New 25% Contingent Fee Rise; U. S. Gov't Aids

N. Y.-Paris Fairs

(Continued from page 1)

(Continued from page 1)

of Parks, which has charge of the newly created land on Flushing Meadows, would consent to 1 manent use as a Fair site.

First time any fair has followed such a policy, the New York World Fair will let concessions on the basis of competitive bidding. Land rental will be at standard rate according to location in the Fair grounds, but bids will be on comparative percentages of the gross concessionaires will allow the Fair. In all cases, it claimed, applicant offering highest percentage of his take will be awarded the concession. Concession applications are already being received (more than 5,000 are in already), but none will be awarded for some time.

High Anticipation icials estimate visitors will pend about \$50,000,000 the first year

initial sestimate visitors willspend about \$50,000,000 the first year
at the Fair on concessions alone.
Fair percentage of that will be
around \$7,000,000, it is predicted.
Besides that amount, \$27,000,000 will
be taken in admissions. Several different types of concessions will be
tet on non-competitive bid basis, including public utilities, phone and
telegraph services, samples, catalogues, retail branch stores, smaller
restaurants and sale of products of
an exhi itor, and a few others.

Restaurant seating at the Fair is to
total about 43,200 seats, distributed
among 55 restaurants, 18 cafeterias,
12 luncheonettes and 320 food stands
at 81 locations. Concessions at the
Fair are planned to include virtually
every kind of entertainment, amusement and exhibit. Unlikely, however, that there will be any legit
or film theatre, as it is figured construction cost wouldn't be earned
back in two seasons Fair will be open.

New York Hotel Association is already preparing for the Fair. He
held several meetings and has another scheduled this week, at which
Grover Whalen, Fair president, is
expected to outline tentative suggestions to the hotel men. So far,
only long-range planning has been
done. Association doesn't figure on

expected to outline tentative suggestions to the hotel men. So far, only long-range planning has been done. Association doesn't figure on spending much money until about six months before Fair opens, when it will begin campaign of mail, etc. Idea it to educate other sections of the country about New York hotels' ability to handle expected crowds, as well as regarding prices. Hotel men claim 450-odd hotels in New York are easily adequate for handling Fair visitors. Idea is to set up various information bureaus throughout the city, where visitors may obtain informations regarding vacancies, rates, etc. Association plans some kind of action to prevent wholesale upping of rates during the Fair, as has been the practice during fairs in other cities in the past.

Paris April 2.

Paris, April 2.
very Frenchman who has a east till to ring is rubbing his hands and polishing up the brass for the biggest tourist invasion this country has seen since the bonanza days.
From the lowly bistrot keeper to the managers of the most luxurious hotels, they are all getting ready for the influx of foreigners expected for the Paris Exposition this summer.
Number of favorable indications that there will be plenty of coin thrown around this summer have already made their appearance. First

thrown around this summer have allready made their appearance. First
one happened back in September,
when Premier Leon Blum devaluated
the franc, and most recent one made
a show over Easter, when more tourists took a look at France than havebeen seen here on a similar date in
longer than most natives like to remember. In some spots, hotel accommodations were not sufficient to
provide for them all and many visitors had to sleep in railway stations
and coaches.

and coaches.

Biggest hope for the coming summer is placed on the Americans.

Tourist agencies estimate that between 300,000 and 400,000 Yanks will come here and advance steamship bookings seem to bear out this contention.

tention.

To assure that the visitors will get a square deal, the hotels, large and small, have gotten together and agreed on a scale of prices. rom the top of \$12.72 for the luxury class for room with bath they run to as low as \$2.72 for more modest accommediation.

Vienna, April 6.
Continental reps. U. S. companies were given a little reason to smile this week here, but not much. News is that the whopper of a contingent fee recently slapped on imported American flims by the government had been redipted by 10%. This follows the loud howl and stern protests made following a recent increase of the contingent fee by 25%, which brought the figure up to \$300 for one print of a film and \$900 for three or more prints of all films imported into the country. Reduction is a cut of the total fee, which works out to about half of the original 25% increase.

Announcement that the increase would become effective was not made, however, until Harold Smith, Paris representative of the Will Hays office, visited Vienna and Ambassador Minister Messergmith made protests in behalf of American terests here. terests here.

rerests here.

Negotiations are still going on, the hopes of getting the entire increase removed, but the prospect is not too bright for an adjustment the near future.

Hoyts Reduces Capital

Melbourne, March 27. Shareholders of Hoyts have agreed Shareholders of Hoyts have agreed to reduce capital from \$14,500,000 to \$10,125,000 by cancelling paid-up capital which has been lost or was unrepresented by available assets. Preference shares will not be af-

nected.

Reduction will not interfere circuit's operations in any way. just a clean sweep on lost assets over a period of years.

Budapest Likes Lavery

Budapest Lines Layery

Budapest, April 2,

Emmett Lavery, whose 'First Legion' was a big success, here last year, has scored agai ith 'Monsigno's Hour'.

Excellent interpretations by Toerzs and Imper Toronyi nits able direc-

and Imre Toronyi, plus able dir tion by Alexander Hevesi. Play at the Magyar theatre.

Sports Cycle

(Continued from page 5)

cause since the floperoo of The Prizefighter and the Lady' every studio is frightened off when this sport is mentioned. Efforts to get studios interested in Joe Louis while studios interested in Joe Louis while he was here got nowhere, not only because of the color, but because he's another dead-panner. Besides, there is only one property available showing a colored boy working up to champ, and that's Jalyed straight, the only way Louis could play it, and, for that reason, out.

Though the biggest money-maker in town has been Daro's wrestli trust, no studio has cashed in on this sport and no rassler has got anywhere, except for Man Mountai Dean in bits, and Nat Pendleton, who has been an actor so long it's

who has been an actor so long it's hard to realize that he ever was a muscle champ.

Wrestlers are so well trained now whethers are so well tailled now that recently a producer taki party to one of the shows mentioned the fact that he had a well-known personality in his party who was lame and didn't want to be too near

the fact that it is party who was lame, and didn't want to be too near the ring.

In that case we'll put, you'on the west si, 'the box-office explained, 'because all the falls tonight will be on the east side. We never throw them beyond the fourth row in any case.'

Everybody knows the inside of the wrestling setup, and yet the fact that bouts are all framed doesn't detract from the entertainment in the least. Even the dialog is studio-made and the grimaces are right out of actor's prompt book,

Feeling is that a good wrestling comedy would clean up more than Three Men on a Horse' and round out the whole sports program 1 inst the right comic note.

Signing of Glenn Morris, decathon champ of last Olympics, by Sol Lesser after Lesser had tested Lou to Gehrig for his Tarzam series, and a new ticket for Johnny Weissmuller at Metro, put sports-severs ahead of all other product for the week.

Morris will do six of the Edgar ice is Burroughs. Darwi jan dramas for \$60,000 which is his farewell salute to the A. A. U.

FRENCH CO.'S CO-OP PLAN

Germany's International Treaties Seen as Move to Regain Pix Prestige

Germany's film biz is groping for a world market. Practically extinct in export biz during the past couple of years, Berli has made up its mind to get back in the swim and it via diplomatic channels, by way of treaties with other governments.

by way of treaties with other governments.

Most important step in this direction (though there had been a couple of minor ones previously) came Saturday (10) when Dr. Lenich, head of the Reich Film Chamber, and Luigi Freddi, director of the film department of the Italian Propaganda Mi istry, signed an official pact here. Freddi had come up specially for the purpose from Rome.

No details of the deal were made public, but it is understood that the two countries agreed to help each other in production and distribution in their own countries and around the world. They will coproduce a number of films and put the studios and facilities of each country at the disposal of the other for production. Beyond that, and more important, they will 'exchange' a certain number of films for distribution in their respective markets.

From an international standpoint

From an international standpoint especially that of Americans— From an international standpoint
especially that of Americansthere is great danger in the word
exchange. Thus, while there have
been other international film pacts
in the past, they have never before
een handled by the official and
governmental departments. While
Ufa in Germany and Cines in Italy
in the past had a three or four-picture deal, it was between individual
companies. Now it's the government and there is no doubt that the
government can make things tough.
The government can force distribution but, worse than that, distinctly
use this forced distribution to cut
down the country and product not
liked or frowned upon.

was a cinch for Americans, in

was a cinch for Americans, in the past, to knock down quota and other limitation machinery in a lot of spots because there simply was no other material at hand. But now there will be.

Furthermore, it is felt that Italy can break through boycott lines where the Hitlerites can't. And vice

At the same time Germany is continuing in its efforts to set up a solid bloca around the world of its ideological allies, using films as the wedge. Thus, there are already similar pacts set up and ready to begin functioning with Uapan and Czechoslovakia. There is a similar but not quite as thorough deal with Austria and Poland, and one is being hooped up for Hungary.

Only a few months ago the Italian film industry told the Americans to go places. Americans answered ian film industry told the Americans ian swered by packing their trunks but—before they could get very close to the border—the Duce strategists called them back and made peace. This German pact is the answer, with a cinch tightening up of regulations American films in the near

Spanish War Reels Selling Well in Russia Moscow, March 16. Spanish Civil War newsreels, shot.

by Russian cameramen at the ernment front, shere.

Rumor has it that the reelers will receive the highest honors for dar-ing and bravery on their return to

GUS SCHAEFFER IN N. Y.

Gus J. Schaeffer, Paramount's dis-tribution head for Central Europe, arrives i New York tomorrow

It's his annual isit to confer ith ome office executives.

Railcinemas

Paris, April 5.

After two successful trials, plans are being completed to make the presentation of films on French State Railways a regular feature.

Trains run on the regular railroad track, but have pneumatic tires which eliminate practically all vibration and allow almost perfect conditions for showing pix. These offerings are composed of shorts and newsreels. They will be used only on the Cherbourg-Paris line to start.

GERMAN PROD. IN PARIS, ROME

Berlin, April 13.

Germany is making plans to pro-Germany is making plans to produce more films in France, Rome and other world centers in the near future, concentrating primarily on six pictures, out of Paris, as fast as possible, in French. Pictures will be made with French casts and in French dialog and thus used as wedges into the world market.

wedges into the world market.

Local press is all excited by the fact that 'New York boycott failed against 'Amphytrion,' a Nazi picture' and that the film 'got a big reception in New York' in spite of objectors. No mention is made of the camouflage angle used and it is generally taken for granted by the populace that New Yorkers are, at last, iving German films a chance.

In official circles there is no kid-

German films a chance.

In official circles there is no kidding. There is knowledge that the boycott against local-made films has by no means been broken in New York. But there is also knowledge that camouflaged films have broken through the lines i a number of spots for fair and, occasionally, good returns. This doesn't especially please the Ministry of Propaganda, but strategists in the upper circles agree that a profit is and that a wedge is a wedge. If the market can't be crashed one way it may be achieved in another way—and that's the theory that now is most popular.

AUSSIE FILM SOLD IN EUROPEAN MARTS

Sydney, March 27, tuart F. Doyle has been advise that his Cinesound pic, Orphan o the Wilderness, has been sold it Switzerland, France, Holland an Belgium.

This is the first local This is the first local into the international market. Dickers are under way for sale in Germany and Austri. Doyle is hopeful that the pic will also secure a break. the American market, something local pic has so far achieved.

inesound worki 'Tall Timber, at present, after which a start will be made on 'Lovers and Luggers.' Others listed include 'Gone to the Dogs' and 'The Broken Melody.'

Aussies Building

Sydney, March 27.
All around the nabes, and in the country as well, new theatres are being erected for various interests, mainly indies.

mainly indies.

There is still chatter here that new theatres will be erected in the city, one for the showing of British pix and two for indi in Brisbane reports are that an additional three theatres will go up, and in Adelaide. further theatres are planned.

REORG PLAN FOR PATHE IN FRANCE

It's Robert Dirler's Newest Scheme for Taking Chain and Pic Prod. Co. Out of Receivership - Sets Film **Biz Precedent**

MASS MEETING

By ROBERT STERN

Plan of employee stockholdership for Pathe Cinema (ex-Pathe-Natan), owning France's biggest chain of picture houses and studios, was presented by Robert Dirler, company's president, at a workers' mass meeting in Paris Sunday (4).

This is the first attempt to admit workers to partnership in a major film company in France, and maybe the first in the world. Also represents a new step in French industry as a whole.

Pathe is still in many contractions are still in many contractions.

sents a new step in French industry as a whole.

Pathe is still in receivership and the employee's stock scheme is part of Dirler's plan for a settlement to get the firm back into the control of its stockholders. Other features of the proposed reorganization are a reduction of the present capital stock to 25% of its present nominal value, and a subscription of \$1,000,000 by the present stockholders to supply cash for a new start and avoid bank underwriting. Stock purchases by employees would be additional, and (according to Dirler) not for the purpose of supplying funds, but of giving the workers an interest. Quantity as yet undetermined would be set aside for them.

idelines

American interests in France haven't paid much attention to Dirler since. Pathe was declared bankrupt last year. Leading representatives of U. S. film interests here have felt that Dirler was out of the Pathe picture. Yet Dirler has the rank and title of president of the company, is the stockholders' only representative in dealing with the receivers, and got nearly 1,400 employees out of a total of 2,000 in Paris and vici ity, to attend his meeting.

Non-Yank interests in Paris are watching him. Georges Lourau, head of French Tobis, attended the meeting disguised as a worker in a turtleneck sweater and a beret. After the session he took Dirler home in his car.

Dirler is the lad who, three years

car.

Dirler is the lad who, three years ago, determined to get the Natan brothers out of Pathe, and succeeded. Since then he has kept his teeth in the seat of Pathe's pants, despite efforts by the biggest French financial interests to shake him off. He's still hanging on and actually getting closer to being the real head of the firm.

session he took Dirfer nome in his car.

Dirler is the lad who, three years ago, determined to get the Natan brothers out of Pathe, and succeeded. Since then he has kept his teeth in the seat of Pathe's pants, despite efforts by the biggest French financial interests to shake him off. He's still hanging on and actually getting closer to being the real head of the firm.

His position presi leaves him without actual power in the company, because of the receivers, Mauger and Coutant consult him on all major decisions. As president of the stockholders' defense committee, consisting mostly of 60,000 small fry who bought at the top of the market, and also as holder of the starses which once gave Bernard Natan control of the company, he can't be ignored.

Just before Pathe was declared bankrupt a year ago last February. Diriter get himself elected one of three managing directors of the fir Others were M. Brun who had been an important figure in the sale of the Pathe photographic usiness to Kodale, and Marcel. Abucaya member of a wealthy French family, who had the cash for a reorganization plant, without actual posture in the sale at the property of the same footing as sports writer to save the top of the market, and also as holder of the startes which once gave Bernard Natan control of the company, he can't be ignored.

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American Films May Be Caught In Middle of Japanese Feud

Oh. Rather!

London, April 4.

Color unit approached the Gov't department for a permit to put cameras on a key position in Trafalgar Square—one of the choicest spots for the Coronation.

Permission was granted but as an afterthought, the official indicated apologetically that there would be a fee.

'How much?' asked the company. 'Oh, rather a lot, I'm afraid, indicated the Gov't man. Company rep held his breath as he again asked how much. Official hesitated a moment; then replied, "Well, I should think—about £10!"

Gov't Agrees to Hear Brit. Exhibs On Overseating

London, April 4. Government interest i trade affairs is signified by the granting of a request to the Board of Trade to receive a deputation of the Cinemato-graph Exhibitors' Assn. on the mat-ter of overseati

problem in most theatre circles is considered of prime acuteness, though still not reaching the general, saturation noted in the U. S., and C. E. A. leaders see little possibility of a solution without some official support.

Board of Trade reply to the Assn's request indicates it is unable to give an immediate date, due to pressing matters of international importance, but will hear the representations at some early date.

other step currently being taken by the C.E.A. is circulation of literature to the press, financing houses, insurance companies, building cieties, et al, stressing the heavy risk involved in backing new promotions where effective seati coverage almedy exist.

September he was elected president and, since then, has been working on a new reorganization plan, with-out outside funds.

Tokyo, March 22.

Toho-Shochiku feud may seriously involve the distribs of American pix here. Shochiku has announced that houses running any pix, either Japanese or foreign, which are used by the Toho chain, will not be supplied with Jap pix produced by Shochiku, Shinko, Nikkatsu or Daito.

If such a move is carried out it would mean that Paramount, Warners, RKO, Columbia and Universal all tied to Toho for release, will be shut out of a large number of spots in the sticks. American managers claim to have no definite info on the subject, but admit that foreign product is sure to be drawn into this squabble in some way.

While the spat between Toho and Shochiku has been progressing at a hot pace, the employees of the principal producing, cos involved have taken time by the forelock, and formed unions guilds, associations or societies for nearly every branch of the biz, just in case. Latest, nd possibly strongest, of these organization was formed last week when the writers of Toho, Shochika, Daito, Nikkatsu and Shinko got together and launched the Japan Motton Picture Writers Asm. Claim is that 90% of active film scribblers are in the fold.

When Nikkatsu heard of the lew

90% of active film scribblers are in the fold.
When Nikkatsu heard of the new menace to its peace and quiet, it took time out from the big scrap to swing the ax on ten ace writers, those effected being Miss Norlko Suzuko, Keiichi Kondo, Hideo Kogumi, K. Yamazuki, Itaro Yamagami, Torao Takeda, Ken Kuronuma, Kyo Oda, Ryozo Kasahara and Yoshi Aramaki.

WHO CARES FOR BILLING? TOBIS' DEFENSE IN SUIT

Vienna, April

Vienna, April

Willy Spira, cartoonist, sued TobisSascha for \$500 because it had failed
to put his name on a short which
was exhibited here for two weeks.
Case was settled out of court, Spir
receiving \$50.

Spira had drawn pictures,
animated, in Paris. Ilm was bought
by the Tobis on the condition. Spira
argued, that his name be affixed to
it. This was not done. When Spira
demanded billing, Tobis answered
that no one is interested the
author of shorts.







WALTER BEN ALICE
WINCHELL BERNIE FAYE
ATSY KELLY NED SPARKS JACK HALEY

GRACE BRADLEY · WALTER CATLETT LEAH RAY · JOAN DAVIS · DOUGLAS FOWLEY · MILES MANDER

Directed by Sidney Lanfield

Associate Producer Kenneth Macgowan. Screen play by Harry Tugend and Jack Yellen. Original story by Curtis Kenyon. Based on Dorothea Brande's book.

Darryl F. Zanuck in Charge of Production



THE KEYSTONE OF YOUR FUTURE

Advance Production Chart

Hollywood, April 13.

Production activity in the major studios jumped to 46 pictures last week, two more films before the lenses than during the previous stanza. Total of eight likeers were taken from the cutting rooms and previewed, leaving 85 being scissored by the editors. Total of 86 stories are in the process of preparation to go before the cameras during the current season. Survey shows 13 pictures were started into production. Both 20th-Fox and Warners have washed up their year's sked, the latter some 15 films beyond the

announced figure at the start of the season.

Pictures previewed last week included four from Warners, two from 20th-Fox, and one each from Paramount and RKO-Radio. Production at Paramount featured week, with total of 11 before the cameras; seven at the studio, one each being produced by .P. Schulberg and Emanuel Cohen, Harry Sherman kicking in with final two on his Hopalong Cassidy series. Later are being made simultaneously in order to clear up the present year's schedule.

Columbia

Four in work, 10 editing, 5 preparing. In work: BLAZING GLORY, reported VARIETY March 31, and 'ONCE A HERO,' reported April 7. Started last week:

last week:

MISS CASEY AT THE BAT, produced by Irving Briskin, directed by Lambert Hillyer, original and screenplay by Albert DeMond and Lambert Hillyer. Cast: Charles Quiley, Jacqueline Wells, Rita Hayworth,

Lambert Hillyer. Cast: Charles Quigley, Jacqueline Wells, Rita Hayworth, Patricia Farr.

Story concerns Charles Quigley, newspaper sports scribe, with a gal friend on the softball team. Sponsor of the nine is an undercover rack-eteer, using the team as a blind. Engaged in bootlegging, and when another femme on the team threatens to expose his racket she is killed. In the windup, Quigley and Jacqueline Wells hand over the racketeer to the law.

"WITH KIND REGAEDS,' produced by Irving Briskin, directed by Hamilton MacFadden, original and screen play by Lee Loeb and Harold Buchman. Cast: Ralph Bellamy, Robert Armstrong, Betty Furness, Raymond Walburn, Thurston Hall, Marc Lawrence, John Tyrrell, Beatrice Curtis, Peggy Stratford, Ruth Hilliard, John Gallaudet, George McKay.

Story concerns two show biz agents who dig up a phoney radio fortune teller. They continue to bill him as a master-mind, but in reality the guy is inebriated all the time. Consequently, in order to keep him on the air the agents stage a fake robbery and unwind it over the ether. Sob-sister on daily paper is skeptical of the setup and writes a series of features about the fortune teller. In the meantime, racketeer realizes the fake is receiving fan mail in large quantities, cops off some of the letters and launches a swindle through a trick over the radio.

Readied to start: WHEN THE LAW ENDS,' PROFESSIONAL JUROR,' PARK AVENUE DAME,' THANKS FOR NOTHING,' and 'FLASHING SKATES.'

Grand National

Twe in work, 4 editing, 12 preparing. Started last week:

'SMALL TOWN BOY,' produced by Zion Myers, directed by Glenn Tryon, Casts Stuart Erwin, Joyce Compton, Jed Prouty, Clara Mandick, James Blakely, Dorothy Appleby, Clarence Wilson, George Chandler, Erville Alderson, Victor Potel.

Victor Potel.

Story depicts Stuart Erwin finding \$1,000 bill, the good fortune enabling him to sell all the difficult insurance prospects who have been balky for years. It also makes him masterful enough to insist that his sweetheart, Joyce Compton, marry him. After he has become established as a prosperous citizen, bill turns out to be a phoney.

"MARKED MONEY," produced by George A. Hirliman, directed by Louis Gasnier, original screenplay by J. Griffin Jay. Cast: Corad Nagel, Eleanor Hunt, Vince Barnett, Frank Milan, Wilma Francis, William Thorne, Wheeler Oakman, Charles Delaney, Phil Dunham, Sid D'Albrook, Pat Gleason, Wilson Benge, Henry Roquemore, Ed Shaeffer, Floyd Griswell, Nat Cart, Dan Wolhelm, Sid Jarvis, Al Thompson, Harry Anderson.

Story characterizes Cornad Nagel as a G-man assigned to solve series of bank robberies, highlighted by murder and climaxed by WPA payroll Stickup.

stickup.

Readied to start: "THE SHADOW," "LOVE TAKES FLIGHT," SWEETHEART OF THE NAVY." RIDER OF THE ROCKIES," SOMETHING TO
SING ABOUT," DYNAMITE, "CLOUDY, KING OF THE SIERRAS," FACE
THE FACTS," "HONOLULU HONEYMOON," "GRAND CANTON."

Metro

Five in work, 10 editing, 10 preparing. In work: BROADWAY MELODY OF 1937, reported VARIETY March 3; "MADAME WALEWSKA,' reported March 10; THE EMPEROR'S CANDLESTICKS' and "TOPER," reported March 24, and "THE 13TH CHAIR,' reported April 7. None started last versity."

Week.
Readied to start: "THE FIREFLY," 'SARATOGA," 'YOU'LL BE MARRIED
BY NOON," 'ONCE THERE WAS A LADY' and 'ROAD SHOW."

Paramount

Eleven in work, 8 editing, 10 preparing. In work: 'HIGH, WIDE AND HANDSOME,' reported Variety Jan. 13; I MET HIM IN PARIS,' reported Feb. 3; 'MOUNTAIN MUSIC,' reported March 17; 'NIGHT OF MYSTERY,

PRODUCTION TABLE

(This table shows number of features promised to be delivered to exhibitors by the major distributing organizations, and the independent producers contributing product to their producing organizations for the 1936-37 season.)

					MINDEC.	
		Number	Pix	Pix	to be	Steries
Producers and	Number		DOW	in the		
contributing	of Bix	com-	in	cutting		ara-
companies.		l. pleted.		Catena	Me	s. tion.
COLUMBIA	50	21	3	Lacins	camer 15	as. trem.
Larry Darmour		3	ı	10	15	
GRAND NATIONAL	44	16	2		22	12
METRO	48	20	~		13	10
Hal Roach		2			13	
PARAMOUNT	48	28			- 5	ió
B. P. Schulberg	8	2			5 5	.10
Emanuel Cohen	8	~			3,	
Harry Sherman	6	3			•	
Frank Lloyd.	· · · · i	î				
BEO RADIO.	39	12				
David Loew,		12				
George Hirliman		, i				
Sol Lesser		1 2 1 15				
REPUBLIC		12				1 8
A. W. Hackel	16	3				
20TH CENTURY-FOX	63	53				
AVIA CENTURI-FUA	6	2				
Sol Lesser		4				
Samuel Goldwyn						
Waiter Wanger						
Selznick	• • •					
E. Berger	. 2					
Criterion						
Korda London					::	
UNIVERSAL		16			15	8
Buck Jones	8	1	• ±		. 7	1
WARNERS	60	55	7	11 1	5 over	8
Totals	556	258	46	85		86

reported March 24; 'ANGEL' and 'HOTEL HAYWIRE,' reported March 31, and 'MIDNIGIT MADONNA.' Started last week:

"LAST TEANN FEOM MADRID,' produced by George M. Arthur, directed by James Hogan, original by Faul Hervey Fox, screenplay by Louis Sevens. Cast: Gilbert Roland, Anthony Quinn, Helen Mack, Lee Bowman, Karen Morley, Olympe Bradne, Lionel Atwill.

Stery depicts dramatic situation in the Spanish city just before its fall in a revolution. There are a half-dozen sub plots with central characters adither to make the last train. Two of the main characters are an American war correspondent and a gigolo. In the end the various story strands are woven together with all reaching the train. Action is laid within a Profession of the Charles Vidor, no writing credits. Cast: Akim Tamiroff, John Trent, Marian Marsh, Genevieve Tobin, Reginald Denny, William Demarest, Ed Brophy, Lya Lys, Allen Birmingham, Roland Drew, Raiph Peters.

Stery shows litted suitor meeting his romantic successor in N. Y. club. In the presence of the gal, the jilted boy friend tells the winner that if he doesn't do right by the girl he will slit his throat. Girl is seated in the dining room with her fance when Gambin, mind reader, opens his act on the stage. He passes envelopes around to collect trinkets and questions and when he reaches the girl's question he answers that she will not may and the police and Gambini start an investigation.

"NORTH OF THE RIO GRANDE," produced by Harry Sherman, directed by Nate Watt, story by Clarence E. Mulford, screenplay by Jack O'Donnell. Cast: William Boyd, George Hayes, Russell Hayden, Stephen Morris, John Rutherford, Bernadene Hayes, John Beach, Walter Long, Lee Cobb, Lorraine Randall.

Stery shows Russell Hayden, of the sheriff's posse, ing in tracking train robbers, at the screen when William Boyd's brother is murdered. Bitter because of corrupt law enforcement, Hayden seeks Boyd and hayes being a find to deaning up the town as well as savenging his brother's killing the bondits. Pitched gun, battle ensue

RKO-Radio

Six in work, 10 editing, 10 preparing. In work: 'THE TOAST OF NEW YORK,' reported Variety Dec. 23; 'MISSUS AMERICA,' reported March 24; 'THERE GOES MY GIRL,' reported March 31; 'NEW FACES OF 1937,' and 'MEXICAN QUARTER,' reported April 7. Started last week: 'LOOKING FOR TROUBLE,' produced by George A. Hirliman, directed by Ewing Scott, original and screenplay by Dan Jarrett and Scott. Cast: George O'Brien, Cecilia Parker, Maude Eburne, Joe Caits, Charles Midleton, Frank Milan, Dan Wolheim, Al Herman, Frank Hagney, Stanley Blystope.

stone.

Stary reveals Middleton, Chi racketeer, moving his activities into Wyoming where he starts cattlemen's protective association. His hirelings bomb aranches and herds from planes and the outrages are blamed on striking cowboys. George O'Brien, cowboy film star, upon finishing a picture on location, starts on a hunting trip with Joe Caits, senarist. They discover Middleton's gang and make everything straight.

Readied to start: TOU CANT BEAT LOVE, 'SHE SANG FOR HEE SUPPER,' VIVACIOUS LADY,' and 'MAKE A WISH.'

Republic

Two in work, 13 editing, 8 preparing. Started last week:

'COME ON, COWBOYS', produced by Sol Siegel, directed by Joe Kane, original and screenplay by Betty Burbridge. Cast: Bob Livingston, Ray Corrigan, Max Terhune, Maxine Doyle, Anne Bennett, Willie Fung. Ed Cassidy, Ed Piel, Sr., Yakima Canutt,
Story is another Three Mesquiteers, finishing up a season with the circus, Mixed up with counterfeiting, sheriff pins it on the wrong man but the Three Mesquiteers help the sheriff round up the crooks and the wrongly convicted man is freed.

Three Mesquiteers help the sheriff round up the crooks and the wrongly convicted man is freed.

'IT MIGHT HAPPEN TO YOU,' produced by Leonard Fields, directed by Phil Rosen, no writing credits. Cast: Owen Davis, Jr., Alan Baxter, Andrea Leeds, Astrid Allwyn, Walter Kingsford, Al Shean, Christian Rubb, Elsa Janssen, Edward Colebrook.

Story shows two boys in love with the same girl. The adopted son goes to the story of the story of

20th Century-Fox

Four in work, 7 editing, 9 preparing. In work: T.OVE UNDER FIRE, reported VARIETY March 24; 'ESCAPE FROM LOVE,' reported March 31; 'SING AND BE HAPPY,' and TT HAPPENED OUT WEST,' reported AD; 'None started last week. Readied to start: 'OU CAN'T HAVE EVERYTHING.' 'LANCER SPY,' 'ISLAND IN THE SEX,' THREE BAD MEN.' ON HER FINGERS,' and 'ALI BABA GOES TO TOWN.

United Artists

Three in work, 1 editing, 5 preparing. In work: "TNE PRISONER OF ZENDA," reported Variety March 17; "VOGUES OF 1938," reported March 24, and "STELLA DALLAS," reported April 7. None started last week. Readied to start: "LET ME LIVE," "HURRICANE," "STAND IN," "SZD STREET," 'DEAD END," "GOLDWYN FOLLIES," and "ADVENTURES OF TOM SAWYER."

Universal

Two in work, 11 editing, 9 preparing. In work: THE ROAD BACK, reported Variety Feb. 3. Started last week:

LOVE IN A BUNGALOW, produced by E. M. Asher, directed by Ray McCarey, original by Eleanore Griffin and William Rankin, no screenplay McCarey, original by Eleanore Griffin and William Rankin, no screenplay Content Caredits. Cast. Nan Grey, Kent Taylor, Jack Smart, Hobart Cavanaugh, Dorothea Kent, Louise Beavers, David Oliver.

Story is intertwined around model home and the hostess who is waiting (Continued on page 31)

Studio Placements

Hollywood, April 13. ess, Don Grayson, With

Hollywood, April 13.

Betty Furness, Don Grayson, With
Kind Regards, Co.,
Norman Willis, Sam McDaniels,
Eddie Arden, Don Marton, Austin
Jewell, Rex Moore, Boyd, King, Ed
Randolph, Jack Haggerty, Lester
Door, Frank Wayne, Byron Foulger,
George Hickman, Frank Ellis, Once
A Hero, Col.
Lee Prather, James Flavin, Lee
Shumway, James McDonald, Richard
Kipling, James Heustis, Beatrice
Kipling, James Heustis, Beatrice
Lee George McKay, Fielder's Fleid,
Col.
William Arnold, Joe Bordeau,
William Arnold, Joe Bordeau,

ard, George McKay, Tielder's Field, Col.
William Arnold, Joe Bordeaux, George Magrill, Bud. Geary, John Tyrrell, Beatrice Blinn, George Boey, Cy Shindell, Robert Keas, Don Mancini, Jack Cheatham, Jack Cheatham, Jack Cheatham, Jack Chengton, Bud George, Compton, Bud Heat Col. Joyce Compton, Robert Liver, Small Town Boy, GN.
Betty Laidlaw and Robert Liver, screenplay 'Face the Facts,' GN.
Charles Waldron, Douglas Dumbrille, Mahlon Hamilton, Bill Bayley, Larry Steers, George Collings, Howland Tanzier, 'The Emperor's Candlesticks,' MG.
Douglas Dumbrille, MG.

Par.
Nelson McDowell, 'Mountai Music,' Par.
Purnell Pratt, 'Ni Mystery,'

Purney France, Control Par.
Ulia Love, Ralph Peters, The Great Gambini, Schulberg-Par,
Mary Carlisle, Double or Nothi

Mary Carkste, 'Double or Nothi
Par.

Virginia Van Upp, original
Carole Lombard, Par.

Garnett Weston, original for Anna
Russell Crouse and Howard Lindsay, added script for 'Artists and
Models, Par.

Jack Mersereau, Gerald GeraghtyCollabing on script The Man from
Bar-20, 'Sherman-Par.
Ruth Robinson, 'Mi ight Madonna,' Major.
Ruth Robinson, 'Mi ight Madonna,' Major.
Ruth Robinson, 'Mi ight Madonna,' Major.
George Davis, Frank O'Connor,
Bruce Mitchell, Eddie Borden, Jack
Gragor, Irving Bacon, Robert Adair,
Billy Wayne, Harry Tenbrook, Pat
Hartigan, Jack Lowe, Dick Elilott,
Bud Geary, 'George DeN'Smrand,
Gragor, Irving Bacon, Robert Adair,
Billy Wayne, Harry Tenbrook, Pat
Hartigan, Jack Lowe, Dick Elilott,
Bud Geary, 'George DeN'Smrand,
Gragor, Irving Bacon, Terriet, Louise
Lockwood, Joan Woodbury, Harry
Worth, Owen Seager, 'Arr Dupuis,
Frank Anthony, Jay Upson, Jack
Wynn, Dorothy Vaughn, John Sinclair, Jack Woody, 'There Gees My
Yorth, Owen Seager, 'Arr Dupuis,
Frank Anthony, Jay Upson, Jack
Wynn, Dorothy Vaughn, John Sinclair, Jack Woody, 'There Gees My
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Wynn, Dorothy Vaughn, John Sinclair, Jack Woody, 'There Gees My
Yorth, Owen Seager, 'Arr Dupuis,
Frank Anthony, Jay Upson, Jack
Wynn, Dorothy Vaughn, John Sinclair, Jack Woody, 'There Gees My
Girl, 'RkO,

Tom Casey, James Farley, Robert
Homans, Jak Richadeon, Dave
Headlines, 'Red Chiler,
Peane Marshall, Charles Sullivan,
George Magrill, Duke Green, Frank
Marlowe, Charles, Sherlock, Kerman
Cripps, John Ince, 'Missus America,
RKO,
Selmar Jackson, Lee Phelps, Russ
Clark, Hudson Faweett, 'Tomorrow's
Headlines, 'RkO

Goorge Lollier,
Pank Marlowe, Al Greer, 'Iyrone
Brereton, Waite Vandegrift, Otto
Fries, Daisy Bufford, Frank Hempphill, 'The Tonse, Elhan Laidlaw, Brod
O'Farrell, Dick Cramer, 'Harry
Woods, Joe Bernard, 'Mexican Quarter, 'RKO

Tonse, Stan, 'Charles, 'Alam Bruce,
Frank M. Thomas, Richard Lane,
Frank M. Thomas, Richard Lane,
Frank M. Thomas, Richard Lane,
Frank M. Thomas, R

Masset, 'Escape from Love,' 20thFox,
Gwen Gaze, John Wayne, Don Barclay, Maj, Sam Harris, Walter Byron,
Charles Brokaw, James Bush, Arthur
Aylesworth, Earl Hodgins, Jack
Mack, Franklyn Parker, Frank Lacteen, Tony Compenario, Olaf Hytlon,
Jerry Ash; cameraman, Keith Kenneth, 'I Cover the War,' Carr-U.

Marcella Burke and 'Frederick
Kohner, adaptation, 'Mad About
Music,' U.
Robert Warwick, 'The Road Back.'
U.
William Lundigan, Arthur Hoyt.

(For information of theatre and film exchange bookers, Variety presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of the reviews as given in Variety and the running time of prints are included.)

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WEEK OF RELEASE	TITLE	16 * 1	DISTRIB.	TYPE		DIRECTOR	DOMESTIC OR FOREIGN	TIME MINS.	WHEN REVIEWED BY VARIETY
2/26/37	Law of the Ranger When You're in Love Espionage Borderland Park Ave. Logger Nancy Steele Is Missing Gill Overboard Penrod and Sam	Col E. Riskin H. Rapt H. Sherman G. Hirliman N. Johnson R. Presnell B. Foy	Col Col MGM Par RKO 20th U WB	Western Musical Drama Western Outdoor Drama Drama Comedy	R. Allen G. Moore-C. Grant E. Lowe-M. Evans W. Boyd-J. Ellison George O'Brien McLaglen-Lorre G. Strart-W. Fidgeon B. Mauch-F. Craven-S. Bylngton	S. G. Bennett. R. Riskin K. Neumann N. Watt D. Howard G. Marshall S. Salkow W. McGann	Domestic Domestic Domestic Domestic Domestic Domestic Domestic	58 119 66 82 65 86 58 68	/7 /24 3/17 4/14 4/7 3/10 3/3 3/17
3/5/37	Trapped Parole Backet You're in Army Now Navy Spy Murder Goes to College Hit the Saddle	H. L. Decker. R. Cohn GB Condor Par N. Levine	Col Col GB GN Par	Western Melodrama Comedy Drama Mystery Western	C. Starrett-P. Stratford P. Kelly-R. Kelth W. Ford-A. Louise C. Nagel-E. Hunt R. Karns-M. Hunt-L. Overman- L. Crabbe B. Livingston-R. Corrigan	L. Barsha C. C. Coleman R. Walsh C. Wilbur C. Riesner	Domestic Domestic Foreign Domestic Domestic	64	3/24 3/31 4/7
	Circus Girl Love Is News Fire Over England Ready, Willing and Able	N. Levine Earl Carroll- H. Wilson A. Korda WB	Rep 20th UA	Com-Dr Comedy Spectacle	J. Travis-W. Livingston T. Power-L. Young . Robson-' Mas:ey-L. Olivier	M. V. Wright H. Auer Garnett W. K. Howard	Domestic Domestic Foreign	64 78 88 93	4/7 3/10 /10 /17
3/12/37	Midnight Court Romance and Riches	WB G. Klement	WB WB	Musical Drama Comedy	R. Keeler-Lee Dixon A. Dvorak-J. Litel Grant-Brian	R. Enright F. McDonald A. Zeisler	Domestic Domestic	64 56	/10
	A Family Affair Swing High, Swing Low Crime Nobedy Saw Don't Tell the Wife Fair Warning Land Beyond the Law	L. Hubbard- Sam Mark A. Hornblow Par R. Sisk S. Wurtzel WB	MGM Par Par REO 20th WB	Comedy Com-Dr Mystery Comedy Mystery Western	Barrymore-S. Byington Lombard-MacMurray L. Ayres-R. Coleman Merkel-Kibbee J. E. Braumberg-B. Furness Ferris	M. Leisen C. Barton C. Cabanne N. Foster B. R. Eason	Domestic Domestic Domestic Domestic Domestic	67	J-B
3/19/37	Trouble in Morocco Trouble in Texas Personal Property Her Husband Lies China Passage Get Along Little Dogles	Col E. Finney J. W. Considine B. P. Schulberg Cliff Reid A. Schaefer	Col GN MGM Par RKO Rep	Drama Western Drama Drama Drama Western	Jack Holt R. Ritter Harlow-Taylor Cortez-Patrick Lee Tracy Gene Autry	E. Schoedsack R: N. Bradbury W. S. VanDyke E. Ludwig E. Killy J. Kane	Domestic Domestic Domestic Domestic Domestic	-	/17. 3/24
	Bill Cracks Down Time Out for Romance Her Husband's Secretary	W. Berke M. Feld WB	Rep 20th WB	Drama Rom-Com Rom-Com	J. Withers-J. Allen C. Trevor-M. Whalen W. Hall-B. Roberts-J. Muir	W. Nigh M. St. Clair F. McDonald	Domestic Domestic Domestic	75 61	/17 /24
3/26/37	Let's Get Married 23½ Hours' Leave Maytime Waikiti Wedding Quality Street Trail of Vengeance Seventh Heaven We Have Our Moments King and Chorus Girl	E. Riskin D. McLean H. Stromberg A. Hornblow P. Berman A. W. Hackel R. Griffith C. Rogers M. LeRoy	Col GN MGM Par RKO Rep 20th U	Com-Dr Comedy Musical Musical Drama Com-Dr Rom-Dr Rom-Com Musical	Denny-Lupino J. Ellison MacDonald-Eddy Crosby-Raye-B. Burns Hepburn-Tone J. Travis-W. Livingston Simone-Stewart Dunn-Eilers Gravet-Blondell	A. E. Green J. G. Blystone R. Z. Leonard F. Tuttle G. Stevens S. Newfield H. King A. L. Werker M. LeRoy	Domestic Domestic Domestic Domestic Domestic Domestic Domestic Domestic Domestic	68 70 132 88 84 100 66 95	4/14 3/31
4/2/37	Motor Madness Backeteers in Exile Backstage Silent Barriers Girl Loves Boy Hittin the Trail Song of the City Man Who Found Himself Lightning Crandall Midnight Taxi History Is Made at Night When Love Is Young Men in Exile	H. L. Decker Col H. Wileox GB Zeidman E. Finney L. Hubbard C. Reid M. Feld W. Wanger R. Presnell	Col Col GB GB GN MM MKN REP 20th UA U	Com-Dr Drama Drama Drama Rom-Com Western Drama Drama Western Melodrama Rom-Com Rom-Com	D. Wilson-C. Quigley Bancroft-Venable Nagel-Tracy R. Arlen-L. Palmer E. Linden-C. Parker Tex Ritter Dean-M. Lindsay eal-P. Huston-J. Fontaine Bobby Steele Dinehart-Donlevy Boyer-Arthur V. Bruce-K. Taylor D. Purcell-J. Travis	D. R. Lederman E. C. Kenton H. Wilcox M. Rosner D. Mansfield R. N. Bradbury E. Taggert L. Landers S. Newfield E. Forde F. Borzage H. Mohr J. Farrow	Domestic Domestic Foreign Foreign Domestic	69 97 65 56	
4/9/37	Two Gun Law The Gold Racket irl from Scotland Yard Too Many Wives Soldier and Lady Jim Hanvey, Detective Fifty Roads to Town Marked Woman	Col Condor E. Cohen W. Siskin P. Berman A. E. Levoy R. Griffith WB	Col GN Par RKO RKO Rep 20th WB	Western Melodrama Mystery Rom-Com Spectacle Mystery Com-Dr Melodrama	Charles Starrett C. Nagel-E. Hunt K. Morley-R. Baldwi Shirley-J. Morley A. Walbrook-E. Allen Kibbe-T. Brown Ameche-Sothern Davis-H. Bogart	L. Barsha L. Gasnier R. Vignola B. Holmes G. Nichols P. Rosen N. Taurog L. Bacon	Domestic Domestic Domestic Domestic Domestic Domestic Domestic		4/14
4/16/37	King Solomon's Mines Two Who Dared Man in the Mirror Romeo and Jullet Hills of Old Wyoming Internes Can't Take Money Outcasts of Poker Flat Guns in the Dark Navy Blues Step Lively, Jeeves Under the Red Robe Let Them Live That Man's Here Again Call It a Day	GB E. Frenke J. Hagen J. Thalberg H. Sherman B. Glazer R. Sisk A. W. Hackel B. Kelly J. Stone R. T. Kane E. Grainger WB WB	GB GN GN MGM Par Par RKO Rep Rep 20th U WB	Spectacle Drama Comedy Rom-Com Western Drama Comedy Western Comedy Drama Comedy Comedy Drama Comedy Comedy	C. Hardwicke-R. Young-P. Robeson Sten-Wilcoxon E. E. Horton-G. Tobin Shearer-Howard William Boyd McCrea-Stamwyck P. Foster-J. Muir J. M. Brown Purcell-W. Hyme Treacher-Eilis C. Veidt-R. Massey J. Barrett-J. Howard-N. Gray M. McGuire-T. Brown De Haviland-lan Hunter	R. Stevenson E. Frenke M. Elvey G. Cukor N. Watt A. Santell C. Cabanne S. Newfield R. Staub E. Forde V. Seastrom H. Young L. King A. Mayo	Foreign Domestic Foreign Domestic Domestic Domestic		4/19
4/23/37	I Promise to Pay Killers of the Sea Night Must Fall King of Gamblers Woman I Love Gun Smoke Ranch Hit Parade Wake Up and Live It Happened Out West Elephant Boy Top of the Town Night Key Mountain Justice	D. R. Lederman R. Friedgen H. Stromberg R. Florey A. Lewis S. Siegel N. Levine K. MacGowan S. Lesser A. Korda L. Brock R. Presnell WB	Col GN MGM Par RKO Rep 20th 20th UA U WB	Drama Outdoor Drama Drama Drama Western Musical Musical Western Outdoor Musical Mystery Melodrama	C. Morris-H. Mack-Carrillo Capt. W. Casswell R. Montgomery-R. Russell. Tamlroff-L. Nolan-C. Trevor Muni-Hopkins W. Livingston F. Langford-P. Regan Wnichell-Bernle-Faye-Haley P. Kelly-J. Allen-J. Arthur W. E. Halloway-D. J. Williams D. Nolan-G. Murphy-H. Herbert B. Karloff-J. Rogers G. Brent-J. Hutchinson	M. Connolly R. Friedgen R. Thorge Robert Florey A. Litvak J. Kane G. Meins S. Lanfield Sol Lesser R. Flaherty R. Murphy L. Corrigan M. Curtiz	Domestic Domestic Domestic Domestic Domestic Domestic Domestic Domestic Domestic Domestic Domestic		3/3
4/30/37	Guardians of the Air The Old Soak Make Way for Tomorrow Easy Going Shall We Dance? Shall We Dance? That I May Live A Star Is Born Knight Without Armor California Straight Ahead Slim Melody for Two	Col H. Rapf L. McCarey RKO P. Berman L. Landau S. Wurtzel D. Selznick A. Korda T. Carr WB WB	Col MG Par RKO 20th 20th UA UA U WB WB	Action Comedy Comedy Musical Rom-Com Rom-Dr Rom-Dr, Action Drama Musical	C. Quigley-M. Keith- W. Beery-J. Beecher V. Moore-F. Hail Wheeler-Woolsey Assalter-Rowell G. Staller-Rowell G. G. Whaten R. Hudson-Robert Kent Gaynor-March Dietrich-Donat J. Wayne-L. Latimer F. O'Erien-H. Fonda J. Meiton-F. Ellis	C. C. Coleman J. W. Ruben L. McCarey E. F. Cline M. Sandrich E. Forde Allan- Dwan W. Wellman J. Feyder A. Lubin R. Enright Louis King	Domestic Domestic Domestic Domestic Domestic Domestic Domestic Foreign Domestic Domestic		, , , , , , , , , , , , , , , , , , ,
5/7/37	Right Guy A Day at the Races. You Can't Buy Love Gun Lords of Stirrup Basin Cafe Metropole Woman Chases Man As Good as Married Prince and Pauper	R. Cohn. Weingarten M. Cohen A. W. Hackel N. Johnson S. Goldwyn E. M. Asher WB	Col MGM RKO Rep 20th UA U WB	Com-Dr Comedy Comedy Western Com-Dr Comedy Com-Dr Rom-Dr,	P. Kelly-J. Wells Marx Bros. O. Stevens-H. Mac Bobby Steele A. Mentou-L. Young Hopkins-McCrea J. Boles-D. Nolan E. Flynn-Mauch Twins	D. R. Lederman S. Wood L. Landers S. Newfield E. H. Griffith John Blystone E. Buzzell W. Keighley	Domestic Domestic Domestic Domestic Domesti Domestic Domestic	115	*
5/14/37	Night of Mystery Toast of New York Affairs of Cappy Ricks Great Hospital Mystery David Harum (reissue) Wings Over Honolulu Cherokee Strip Draegerman Courage	Par E. Small B. Kelly S. Wurtzel S. Wurtzel E. M. Asher WB B. Foy	Par RKO Rep 20th 20th WB WB	Rom-Com Drama Com Mystery Comedy Rom-Dr Western Rom-Com	R. Karns-H. Burgess E. Arnold-C. Grant W. Brennan-M. Brilan J. Darwell-S. Rumann W. Rogers-L. Dresser R. Milland-W. Barrle D. Foran-J. Bryan J. Mulr-B. MacLane	E. A. Dupont R. V. Lee J. Tinling J. Cruze H. C. Potter Noel Smith Louis King	Domestic Domestic Domestic Domestic Domestic Domestic Domestic		



Watch your //
receipts JUMP
when you play

A STAR IS BORN

EXPLOITATION -:- By Epes W. Sargent

Here at Last

Here at Last

Howard Waugh and Bill Hendricks have at last brought from the press their long talked about book on exploitation. It is published by the Showmen's Trade Review. Waugh, is the Warner zone manager in Memphis and Hendricks is headacher for the top W.B. house there and, incidentally, winner of a score or more firsts. in competitive campaigns on various features.

In foreword Waugh disclaims

cidentally, winner of a score or more irrist. in competitive campaigns on various features.

In foreword Waugh disclaims any of the authorship, explaining that his contribution was to get Hendricks to start a scraw of the southern of the start of the southern of the southern of the stunts listed at a time when he was solo manager, and moreover we imagine that he scanned every line of the present copy before it went to the Styled The Encyclopedia of Exploitation, the volume offers 404 pages net of exploitation ideas under 1,000 (exactly) headings, with a additional four pages of house checkup that in itself is a compensum of the start was a superior solo approach to the start was a superior with half ones of stunts and line drawings of animations together with a list of activities.

is also a pictorial section with halfones of stunts and line drawings of
animations together with a list of adretives.

No expect the been made to classification would defeat its own end
by to closely segregating some of
the ideas which are available for
two or more uses. It is simply the
scrap book idea in permanent
printed form, listing several thousand stunts, the titles running from
four lines to four or flow pages and
from one to half a hundred gags.

The title for several times, to gain
familiarity with the contents and
then either dig from the index or
turn the pages until an idea presents itself. Probably the latter will
be the better way, since it is almost
impossible to read very far without
getting ideas.

The book is not complicated with
extraneous matter and is, for practical use, sufficient to work
to attend to the content of the
case of of th

Real Shove Off

Real Shove Off

Although made for Columbia Pictures, the tie-up which Les Kaufman has arranged with the National Better Business Bureau, Inc., on Columbia's loan shark picture, 'I Promise of the Columbia's loan shark picture, 'I Promise of the Columbia's home office publicity staff, and the tie-up he has arranged is believed the first tie-up with a film or film firm which this business research group has made.

The lie-up, so far as known, control of the Columbia's high of the MBBB, which, in cooperation with Columbia, will furnish 2,000,000 heralds and other exploitation facilities on the picture, inclusive of a 32-page booklet, one-sheets, radio talks and newspaper comment wherever feasible.

'Top's' Broadside

"Top's' Broadside
One of the handiest things to come
out of the handiest things to come
out of the well's office lately is a
broadside of the add user of that
Universely the state of the

Plenty of It

Plenty of It
Joe Weil; of Universal, is in again
with one of those two-men-and-ano
boy press books. Takes two men to
hold it and the boy to turn the pages.
It's for Top of the Town and it's
24 inches long by 15 wide.
Packed with good ideas for tie-ins
and novelties, But it's tough on the
manager with only a small office.
Front and back will supply two swell
insert cards in high coloring nd
nicely varnished.

Spot Art

Lincoln.

Ike oig, ballying Seventh
Heaven,' set up an art display in the
lobby of the Stuart. In the midst of
had a brush slapper doing, an
Office of the stuart of the stuart of the strumbers in, Shall We Dance.

Th

Perambulatory Feast

Perambulatory Feast

Mashington.

Altho overshadowed by waiters' derby, other gag staged by Hardie Meakin, Cap RKO house manager, and Richard Harrity, UA ballyer, on 'History Is Made at Night,' made a sock finish. House had tied in with 'Mrs. Northcross,' Herald women's page editor, on recipe angle of pic. Opened with art on Leo Carrillo and his favorite recipe. Followed threwith best formulas of the seen well best of the seen with the seen of the seen with th

'Maytime' Idea

'Maytime' Idea

New Haven.

Bob Russell worked several nifties
for 'Maytime' run at Poli's. A radio
singing contest by five girls, with
public as judges, rated nice attention.
Girls used their own selections from
film score. Special latticed lobby
display of apple blossoms, etc., drew
comment. Photog tieup gave one
ond ticket.

Thotog tieup gave one
ond ticket. that boosted matinees
noticeably was a special admission
price to glee club groups and high
school organizations. Also used several thousand postals mailed from
N. Y. to local selected list and he
landed an effective co-op page in
weekly.

Russell's best trick on 'Personal
Property' was oversize circular cards
attached to 'No Parking' signs, 'reading' Personal Property' in large letters and Harlow and Taylor in
smaller type.

Dancing for 'Dance'

As a publicity stunt for Metro's Born to Dance' special drags were held at the dance emporiums 'Delphi' and 'Femina' where prizes were given to the best hoofing couples. Photographs of the ever popular Eleanor stood on each table. Dance profs Seidewitz of Berlin, and von Kaiser, Duesseldorf, acted as judges.

Building on Books

Building on Books

Jules Curley, publicity for the
Strand, Albany, appears to have
been the first to get a look-in on the
teurrent craze in newspaper circles
for giving books.
Times-Union was shoving out 15
volume encyclopedias with some
cash and coupons. Curley arranged
with the publishers to buy sevens
sets and offered thems to buy sevens
the set of the coupons of the coupons.
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Sold on Sample

M. H. Chakeras, of the Regent, Springfield O. sold Love Is News chiefly through the distribution of 2000 copies of a tint portrait of 1000 copies of a tint portrait of the feature merely Watch your heart, girls, when you see handsome Tyrone Power, with Loretta Young and Don Ameche in— Got the theatre essults.

Earth Works

Newark.
'The Good Earth,' MG pix, booked at the Shubert for three weeks, be-

ginning Sunday, April 11, tion fourth week, doing quite a little unique publicity. Lobby of the-atre, two weeks in advance, is dec-

atre, two weeks in advance, is decorated Oriental garden with rows of cherry blossoms, glass bells and picturesque. lanterns. Corner set aside for musicians playing appropriate music around a green-lacquered studio piano. Incense urns hanging from ceiling, and an altar with Buddah at top of lobby.

Three Chinese girls distributing pamphlets on pix and packages of Chinese rice. Newark Ledger putting on contest for 'Good Earth,' with geographical quizzes as the prizes. Edward Carrier, here with Romeo and Juliet' recently, handling the campaign for 'Good Earth,' with Larry Anhalt assisting. Splendid public reaction.

Rides Along

Winnipeg.

Harold Bishop, manager of the Capitol, has turned the Prof. Quiz' gag to a profitable angle, and all it costs him is \$15, plus three ducats weekly.

it costs him is \$15, plus three ducats weekly.

its the air over CKY, Winninge, each Thursday night, under a double-header sponsorship. These sponsors pay all the talent and station time costs, leaving Bishop the short end of the rope when it comes to expenses. Show is titled 'Dr. Query and His Brain Twisters' Bishop having the name registered at titlawa for protection moors on Dr. Company of the station throughout the weekdon't hurt Bishop nany, due to the fact they mention the house and the current attraction along with the program mention.

Although starting out a little weak, feature is gradually building and is expected will eventually put Thursday night in with the Friday. Saturday class, this town being a definite week-end town.

BEHIND the KEYS

A. W. McCormick, office analger of 20th-Fox exchange here has resigned, effective May 1, to go into biz on his own. He's just acquired a house in nearby Beaver, Pa., and will take over its operation in about six weeks, C. C. Kellenberg, now looking after sales in the West Virginia territory, will move up into McCormick's spot and Jim Thorpe, head booker, will be assigned the William of the work in downtown houses.

Court tangle is in prospect for the Riviera, Gering, Neb., which is now held under 10-year lease by B. B. Grove, but which the Gibraltar Theatre Enterprises wants to take over. Grove leased the theatre from John Cross, claiming he had the right, due to a mortgage held. William H. Ostenberg Jr., Gibraltar manager, which was the control of the control

wants the lease and is a witness in the case.

Grand National has no exchange manager in this territory since the resignation of Ce Reese, and there's no fill in prospect until the national convention of the company in May.

R. W. Bob 'Small, Wymore, Neb, will have another theatre in operation here soon, and it'll be called the Cozy. His Lyric, demolished by fire last fall, is not going to be rebuilt.

Orpheum here is doing an amateur sweepstakes gag. It's a regular am show, but the audience has a chance to win passes if they can guess the winning order from the applause. It's Chuck Doty's idea.

iladelphi
\$25,000 contract for new house in
South Philly let to Hyman Shifflet.
Theatre being erected by syndicate
headed by Jay Emanue.

James M. Graver, managers of
Warner Brothers' Grove, Willow
Grove, given Distinguished Clitzens
Award for outstanding service to his
community. Presentation made by
American Legion.

Viola taken over by Frank D. and
Charles F. Schilling. Formerly operated by Frank O'Rourke.

Empress theatre, closed since fire
six months ago, being rebuilt.

Louisville

Recent managerial change at Settos Brothers Ohio has Tom E. Muchmore resigning, to leave for Detroit. House is currently in charge of Wilber Frey.

Robert R. Portle, assistant manager of the Poli, Elm street, and formerly with the Palace for several years, will manage the Plaza here when it re-opens soon with pictures.

Fox Movietone's Lew Lehr will m.c. feed act at the Warwick next Monday (19) by the local boys to medalize Edgar Moss, who has just completed 20 service with Fox. Philadelphi

Joe Desberger, vet exhibitor and exchange mgr, slated to manage new pix house to be erected in Alton, Ill., by E. F. Elfgen.
F. A. Lambert, Princeton Mo., will erect new house to replace one recently destroyed by fire.
Fox Midwest Theatres, Inc., Kansas Citor, Mo., will erect 1,200 seater to will start before summer. Ill. Work will start before summer. Ill. Work will start before summer. Reently constructed, opened last week. Owned and operated by Marchesi Eros, circuit which controls houses in Amboy, Freeport and Lockport, Ill.

Bros. Catalonia Markov, Freeport and Lousper, Ill.

H. E. Stevens now Keokuk, Ia, mer. of Frisina Circuit in Keokuk, Lawreceville, Ill. Unicott Helling, mgr. of Grand, Keokuk, has succeeded Stevens at Avalon.

ceeded Stevens at Avalon.

Spartanburg, S. C.

M. W. Cantrell, assistant manager of State here, promoted to manager of Imperial at Lenoir, N. C. Hutchinson former manager of State here, promoted recently to Lenoir job, and replaced by Irvin Stone here. Other Wilby-Kincey changes: Fred Reid, chief of service at State, promoted to assistant manager to replace Cantrell; Grayson Poats, formerly with Carolina here as assistant manager and more recently with West Virginia houses, promoted as manager of Rex at Columbia.

Harvey Smith has assumed duties as manager of Strand here: replacing Jack Headrick, transferred to North Carolina section of Wilby-Kincey system.

system.

Spokane

Meichard Evans has purchased the
Meichard Evans were laid this week for a
million-dollar civic auditorium to be
built at the old Spokane faingrounds,
near Playfair race track.

Roy C. Irvine has announced plan
to build a Ritz theatre at Ritzville.
Silver Athletes, boys club sponsored by Rotary club and Police
theatre with exception of projection
booth Saturday morning and put on
own vaudeville in addition to screen
program to raise money for clubhouse furnishings.

Canton, O.

Canton, O. Zarton, O. Zart, State and McKinley here, covering from the covering from

operations after repairs following a fire.

New State, Cambridge, O., one of the Shea chain in Ohi, has been opened.

Davi Pence, treasurer of the Hartman, Columbus, has resigned to become assistant booker at the Paramount exchange at Columbus. He succeeds Arthur Miller.

Grand National willier.

Grand National will erect its own exchange building here.

Circle, Brawley, Cal., will be equipped with cooling system, with principal Theatres, which operates, closing its larger Brawley theatre to work the company of the fox-west Cookeater for rincipal in Porterville will be started within 30 days.

Jack Nelson resigned as manager of the Fox-West Coast's Nile, Bakerst field, Bob Cottom, of Circuit's California there, pinch-hitting until successor named.

'History' Co-ops

"History" Co-ops

William Brown, the Albee, Providence, working in with Ed. Gallagher, of U.A., got three co-ads and four nice windows on 'History Is Made at Night,' using the testills for a jimmy. One store took a quarter page at to plug the Packard Elektro Shaver, with a window of the page of the control of the contro

Renefit Sales

Benefit Sales

About the best prospect for any form of benefit co-operation right now will be found in the fraternal bodies. At the moment, most of them are worried about their attendance at the state or national conclaves, with the question of expenses sticking out like a sore thumb. This particularly applies to those bodies having uniformed units, which are supposed to be present to give glamour to the affair. The question of financing transportation and sustenance looms large, and many of the units are already hustling to get in some extracoin.

large, and many of the units are already husting to get in some extraceoin.

They will be pushovers to any prospect which will bring them in some coin, and they'll work hard to co-operate with any kind-hearted manager who will give them a chance. Moreover, most of the originations include representative citizens, whose good-will is not to be a manager who will give them a chance. Moreover, most of the originations include representative citizens, whose good-will is not to be a manager who will give them a character of the form of a definite night or three-day run, with the extra advertising put up to the beneficiaries, or it can be a general sale of ticket books, good within a three or six months; period, for the sale of which a percentage of the receipts is paid.

With the Legion and some other organizations there is a band or drum corps that will work in with the press agent, but almost any of the making the deal find out whether the society as a whole or the tunit heads are the ones charged with the fund raising. Then act accordingly.

Homes on Good Earth

Homes on Good Earth

Atlanta.

Loew's Grand theatre, tieing in with Hearst's Georgian, which is running buy now, build now series be leading reality, and Earth, with the will road show starting Friday (16).

Essay topic is "why You Should Buy a Home Now."

Prize list is \$10 for first, three of \$5, five of pairs of \$1.50 guest ducats, five of single matinee tickets. Contest closes day before pic opens, winners to be announced Sunday (18).

(18).

Two-cols art daily, with story giving contest details, plus plugs for film, well worth cash, awards put up by theatre, of course, involved.

Sending Samples

Senuing Samples
Warners is sending out the set of
ads on 'Marked Woman' prepared
for the N. Y. Strahd advance by S.
Charles Einfeld's department. Art
work is excellent, but the real seliing is done with some exceptionally
well written copy which hits just
the right note of suggestion. Figured it will help other houses. It
should.

Proof of the pudding is that it got the Strand run off to a capacity patronage.

Catching Parents

Catching Parents
Manager whose house does not
permit room for a baby nursery and
yet who felt that he as losing
considerable trade from parents
who do not like to leave the children has solved his problem by
establishing a registry bureau for
the benefit of mothers who would
be willing to pay a all sum to

(Continued on page 31)



TRAFALGAR FILMS AX SCHACH

... they'll shout as excitement follows excitement . . . thrill mounts on thrill! Your patrons won't

want to miss a single frame of it! There have been prettier love stories than this, but never a more exciting one. Its powerful theme

has been the subject of columnist raves for weeks!

LOVE FROM A STRANGER

ANN HARDING BASIL RATHBONE

From the play by Frank Vosper Based on the story by Agatha Christie ith BINNIE HALE · Directed by ROWLAND V. LEE

Released thru UNITED ARTISTS

Inside Stuff—Pictures

Two of the achievements of the Pathe Freres, not alluded to in the obituaries of Emile Pathe last week, were the colorstencil films, first introduced by that concern, and the Films d'Art released by the same organization. Both were important in their day.

The colored pictures were done with a series of stencils, one for each color, the stencils being cut by women working with powerful magnifying glasses. Set face to face, the stencil and the black and white positives were spassed through a machine which lightly brushed the tint on the surface. Some of the results were rather good, but often the effect was againsh and a particularly jarring note was achieved in the coloring of a series of religious subjects with pink-legged angles and similar effects. The Films d'Art were made with Pathe money, but with the brothers having nothing to say in the matter of subjects or costs. They represented the utmost in achievement in their day, for in them appeared the leading artists of the French theatres, and it was in this series that Werner Krauss was first made known to picture fans. The players contributed their services, but even with this off-the-nut the return seldom equaled the costs, and eventually the series had to be dropped.

And just in passing, Georges Melies made his first magical (trick) films for Pathe (before going into business for himself) following his accidental discovery of the stop-camera principle. He was making a street scene for an experiment when he ran out of film. Replenishing the supply, he continued the exposure. The joining of the two strips apparently vanished a horse and carriage, and gaye Melies the idea.

Bankers' rep, with a vice-presidential rating in one of the big com-

Bankers' rep, with a vice-presidential rating in one of the big companies, on a visit to Hollywood, was asked if there was anybody particularly he'd like to see while in town. Asker was a v.p. on the production end. Visitor said he'd like to see an actor who soldiered with him 20 years ago. Actor was dug up in a jiffy as he was one of the lot v.p.'s oldest friends, so old, in fact, that the lot v.p. was doing nothing about

oldest friends, so out, in section of the actor who was getting nowhere getting him a job.
Visiting v.p., shocked at sight of the actor who was getting nowhere rapidly in six months of trying, demanded the studio v.p. put the buzzer to work and get the contract department to draw up a termer for the layoff. Lot v.p. is now demanding why the Wall Street end can't mind its own business and keep sentiment out of pictures.

Community Service department of the Hays office is sending out a special letter-brochure to members interested in better pictures, putting in a heavy plug for 'Servant of the People,' short subject made by Metro. Pointed out in letter, signatured by Carl E. Milliken, that the picture forms the basis for intelligent discussion of the most vital problem before the American public in a generation. Film presents background and adoption of U. S. Constitution. Reproductions of scenes from it are part of

Colin Clive is burning because all the motivation for his role as heavy in History Is Made at Night' was put in after picture was shot in order to take heavy implications away from Charles Boyer, who otherwise would have been the hero and the heavy. Added scenes in release make Clive the killer, which burns him because it makes a mugg of his performance, he having played role of Jean Arthur's wronged husband, not killer, which was a cutting-room after-thought.

Figuring the cost to remake scenes of 'A Night of Mystery,' showing Helen Burgess, actress, who died April 7 in Hollywood, as too expensive, Paramount execs decided to rewrite the ending of the picture. Miss Burgess, fundamentally involved in the mystery plot, would have honly one more day's work to complete her role. Edward T. Lowe assigned to rewrite the ending.

Unable to get together on the price, negotiations between Paramount and Edna Ferber to produce her Cosmo yarn, 'Trees Die at the Top,' have been called off. Howard Estabrook was handling the deal for Paramount. Miss Ferber has returned to New York after a quick trek into Arizona and the Pacific northwest gathering material for a new novel.

First independent producer to get the background and atmospheric shots in Samoa is Dorothy Reid, associate producer for Monogram. She comes back this week, and Sam Goldwyn unit goes to Samoa two weeks later on 'Hurricane.' Monogram picture is tabbed 'Paradise Isle.'

When Deanna Durbin trained in from Philadelphia, where she did recordings for Universal's '100 Men and a Girl,' her arrival in Hollywood was broadcast over KMTR for 15 minutes. William Lundigan, Syracuse, N. Y., announcer under an acting contract at U, did the spieling.

Three screen credits go to Sonya Levien on 'The Chicago Fire' at 20th-Fox. She rewrote the original Nevin Busch story, made the adaptation alone and then the screen play in collaboration with Lamar Trotti.

Instead of being away behind on deliveries, A. W. Hackel, who produces or Republic, has completed 11 of his 16 to date and has two in work, meaning he will complete his commitment ahead of time.

Title of Samuel Goldwyn's 'Beauty Parlor' has been shifted to 'You Can Be Beautiful.' Just to be safe, Goldwyn also registered the title, 'You Can Be Charming.'

Click response which 'My Little Buckaroo' received both on the air and in sheet sales prompted Warner Bros. to change the film release title of its production, 'Cherokee Strip,' to 'Little Buckaroo.'

Film Audiences Group Claims Co-op from 7 Cos.

Associated Film Audiences, labor and anti-war group, which seeks to influence Hollywood production, has influence Hollywood production, has been advised by seven producing firms that its reviewing members may sit in on private screenings for comment in weekly bulletin of AFA. Those agreeing to so privilege AFA are Metro, Universal, 20th Century-Fox, Grand National, United Artist, Imperial and Gaumont-British. Hays office has repeatedly denied that member companies would associate themselves in any way with AFA, but has thus far declined to answer AFA request for review privileges.

privileges.

Organization has also received copies of what were termed questionable scripts because they treat on war. Mctro has forwarded a script of They Gave Him a Gun' for perusal by members. Universal has sent in script on The Road Back. They also seek copies of RKO's proposed production of 'Glory Command' and MG's 'U. S. Smith. So far there has been no word on these two.

CONTRACTS

Hollywood, April 13. Tom Reed, who recently left War-ners, signed a writing pact at Metro. Brent Sargent, little theatre, and radio actor, termed at the same

Studio.

John V. A.. Weaver sigged with Selznick-International to work on script of 'Adventures of Tom Saw-ver!

Samuel Goldwyn extended David Niven's covenant for another year. Elizabeth Russell signed term act-ing contract at RKO.

Lola Jensen, 19, placed under stock player contract at Republic.

stock player contract at Republic.

Jerry Chodorov inked a writer's

pact at Republic.

RK00 of wontracts on Dudley

RK00 on the Chodorov Christy Cabanic and three players—

Joan Fontaine, Billy Gilbert and

Paul Guilfoyle.

Warren William termed at Metro.

Warners tied Robert Darrel, juve.

Columbia termed wyn Cahoon,

currently appearing in 'Brother Rat'

on Broadway.

Phanes Williamson tagged to one

pic writing pact at Schnick-Interna
tional.

Warren William termed at Metro.
Warners tied Robert Darrel, juve.
Columbia termed Wyn Cahoon.
Urrently appearing in Brother Rat
n Broadway.
Phanes Williamson tagged to oneito writing pact at Selznick-Internaito singer, given termer by Sol
Marion Claire. N. Y. stage and raito singer, given termer by Sol
Kesser.
Harry Stockwell tagged at Unl-

France, pic writing pact at second pic writing pact at second Marion Claire, N. Y. stage and radio singer, given termer by Sol

Haysian Vigilance

Hollywood, April 13. Hollywood, April 13.

Prize penicilology by the Hays office censor bluecouts was the elimination of the words love nest' in one of the unimportant stuffing items in a dummy newspaper used in a Paramount film.

Although it had nothing to do with the picture or focus attention on the insert, it had to be changed to be changed to be thoused. Hays on the

be changed to 'penthouse.

ADELPHI, CHI HAS UNIQUE **DUALS TEST**

Chicago, April 13.

Taking advantage of pro and con yelps here about the value of double features, the Adelphi, 1,400-seat neighborhood house, used full page ad in a northside paper declaring itself to have a new policy, with double features four days a week. and single, three; the change being made to find out which setup is most

Also inaugurated was a new scale of prices, two of the double feature days, to be known as bargain days, Wednesday and Thursday, and scaled days, to be known as bargain days, Wednesday and Thursday, and scaled to a lower price than the other two, Friday and Saturday. Single features, playing the first three days of the week, are scaled at exactly the same prices as the non-bargain days of the doubles, a policy which is figured to find out whether the he and cry about people not wanting double features is true or not. If the folks come to see single features at a higher price than they have to pay for doubles at the same house, it's a pretty sure sign.

Double feature days gives a show which spreads over three hours and 20 minutes, as is mentioned in the ad; playing 'Petticoat Fever' and 'Man I Marry' on one bill, and 'Lloyds of London' and 'Devil's Playground' on the other. Single feature bill plugged is 'After Thin Man,' plus shorts.

plus shorts

Invites customers to come when ney prefer, and if they don't like ne new policy, to kick, and it'll be hanged again.

'Dr. Knock' Again Ruled 'Immoral' on N.Y. Appeal

Albany, April 13. J. Cayce Morrison, acting commis-

sioner of education, has denied the sioner of education, has denied the appeal of the French Motion Picture Corp. from the order of the Motion Picture Division, deleting certain portions of 'Dr. Knock,' as immoral. Commissioner Morrison says that after reviewing the picture and consideration of the papers and arguments presented, I concur with the director of the Motion Picture Division that the portions of the picture he rejected are in fact 'immoral,' indecent' and 'would tend to corrupt morals.' If this picture is to be licensed for presentation in the State

morais. If this picture is to be li-censed for presentation in the State of New York, the producer will need to make the eliminations specified.' The appeal was made by T. Town-send Kaplan, attorney for the pro-ducer, Jean Tapernoux.

NETTER BACK IN N. Y.

Leon Netter, Paramount theatre executive, returned to the home office yesterday (Tues.) after surveying pooling arrangements in Kansus City, Minneapolis and St. Paul as well as discussing operating policies in these kcys.

Par recently set up a pool with RKO in Kansas City and St. Paul, while the pool over Minneapolis is with Mort Singer.

versal, his first assignment being in B. G. DeSylva's 'Broadway Jumbo-

Women's Clubs, et al., for Singles

11 Bodies Give Reasons for Opposing Twin Pix as Family Fare

'Plow' Booked Abroad

Washington, April 13.
Government's dust-bowl drama,
'The Plow that Broke the Plains,' is
being booked by an international
film company in all parts of the
world, Resettlement Administration
disclosed last week, claiming a 'phenomenal' box-office success of the
picture in U. S. houses. East Africa,
China, New Zealand, Russia and the
Central European and Scandlnavian
countries have put in their requests,
film's Government sponsors revealed,
as well as the major foreign nations.

film's Government sponsors revealed, as well as the major foreign nations. In America, "The Plow' has been seen by more than 7,500,000 persons in commercial theatres, not counting groups in schools, colleges, learned societies, conservation clubs, museums and film libraries and civic extherieur.

If It Isn't Horseback Riding. It's Swimming: Margo's Lil Problems

Margo's part in Sam Goldwyn's 'Hurricane' calls for her to swim Unable to do so, actress spent sev-eral weeks taking lessons in New eral weeks taking lessons in New York. Making no headway, she finally notified the studio it would either have to change the script or give her part to someone else. Gold-wyn still wants her, however, and if she can't learn to swim on the Coast

she can't learn to swim on the Coast, producer will use a double.
One-pix contract for 'Hurricane' guarantees Margo eight weeks, with likelihood it may run at least four more. She'll then go to Mexico for a visit to her home and vacation. Plans another Broadway play next season. She left the cast of 'Masque of Kings' last Saturday.
Her part in 'The Gay Desperado' required Margo to ride horseback. After she learned, those seenes remained on the cutting room floor.

J. E. Reek New Movietone G.M.: Wondsel Ouits Pathe

Series of promotions at Fox Movietonews resulted yesterday (Tues.) in J. Edmund Reek, news editor, being named general manager, John Hancy, who has been assignment editor, becomes news

editor.
Truman Talley stays put as president of the organization, which handles several short production series

dles several short production series besides newsreel.

Resignation of Harold E. Wondsel as editor of Pathe News has been announced by Courtland Smith. He has been associated with Pathe since April, 1926. At the same time the appointment of Allyn Butterfield as editor of Pathe News and Bert Kalisch as assistant editor also announced.

Strickling on Prelims For Metro Sales Meet

Hollywood, April 13.

Howard Strickling is handling pre-liminary preparations for the Metro sales convention, to be held here May 2 to 6. Les Peterson and Don McIlwain are helping him. Ralph Wheelwright is handling Strick-ling's duties in the studio publicity described with Adv Metros row. department, with Andy Hervey mov

departing up.
Bill Moore oc Bill Moore occupies Hervey's usual spot. Paul Price has been promoted to sit in for Dean Dorn, who is taking medical treatment at Mayo Brothers' hospital in Roches-

HAWAIIAN HOLIDAYERS

Hollywood, April 13.

Group of picture personages with

Group of picture personages with their families leave next Saturday (17) for vacations in Honolulu. Harold Hurley, Paramount pro-ducer; John McCormick, of Lyon, McCormick & Lyons, and Leon Schlesinger, cartoon producer; are sailing on the same boat.

Eleven women's clubs, better film organizations, societies and federations, representative of a cross-section of the motion picture audience in the U. S., have come out flat-flootedly in favor of the single-feature program. Most of them have given their reasons for opposing double features. Many chairmen or spokesmen for these organizations 'state' that the trouble comes when the theatre serves two kinds of pictures on one program, one good and the other unsuitable. That is shown in a compilation made by a leading trade as-

pilation made by a leading trade association.

sociation.

Others felt that the program, with duals, is too long and lacks balance while some believe that double-programmers defeated the purpose of family nights. Still others aver it's impossible to establish special programs for children or family

programs for children or family groups.

Poll included the International Federation of Catholic Alumnae, the Massachusetts State Federation of Women's Clubs, the Delaware State Federation of Women's Clubs, the Wilmington Better Films Council, the State Federation of Club Women of Pennsylvanis the Alunta Batter of Pennsylvania, the Atlanta Better Films committee, eastern branch of the General Federation of Women's Clubs, Motion Pictures Division of the General Federation of Women's Clubs, the Better Films Council, Federation of Women's Clubs of Greater Clevoland, and Better Films Committee of the Westchester Woman's Club. Films committee, eastern branch of

Skouras-Trendle Pool on Fox. Det.. Looks to Be OK'd

Reorganization plan for Fox theatre here will be ruled on April 24, Federal Judge Ernest A. O'Brien said Saturday (10) after another two-day hearing into the tangled

affairs.

With "75% of the bondholders' approving the plan, which calls for setting up of the Fox-Michigan Corp. as subsid of National Theater Corp. (Skouras), it's considered quite likely Judge O'Brien will okay program. This would mean, in the belief of many quarters here, a turning over of the Fox theatre by Skouras to George W. Trendle, prez of United Detroit Theatres (Par), for operation. According to reliable sources, both the Fox and the Michigan (town's other vaudfilmer operated by Trendle) would be thrown then into a pool, dividing pic product and stage shows and thus place all spots on profit side of ledger. What would happen, in this case, to the Fox's on profit side of ledger. What would happen, in this case, to the Fox's present regime, headed by David M. Idzal as trustee and managing director, is problematical.

Reorg plan, proposed by the Colwood Co., owners of the Fox building, was fled May 21, 1936, under 77b of the national bankruptey act. Liabilities of \$6,193,000 in defaulted bonds, \$587,058 in back taxés, and general liabilities totalling \$3,885,703 were listed. affairs.

With '75% of the bondholders' ap-

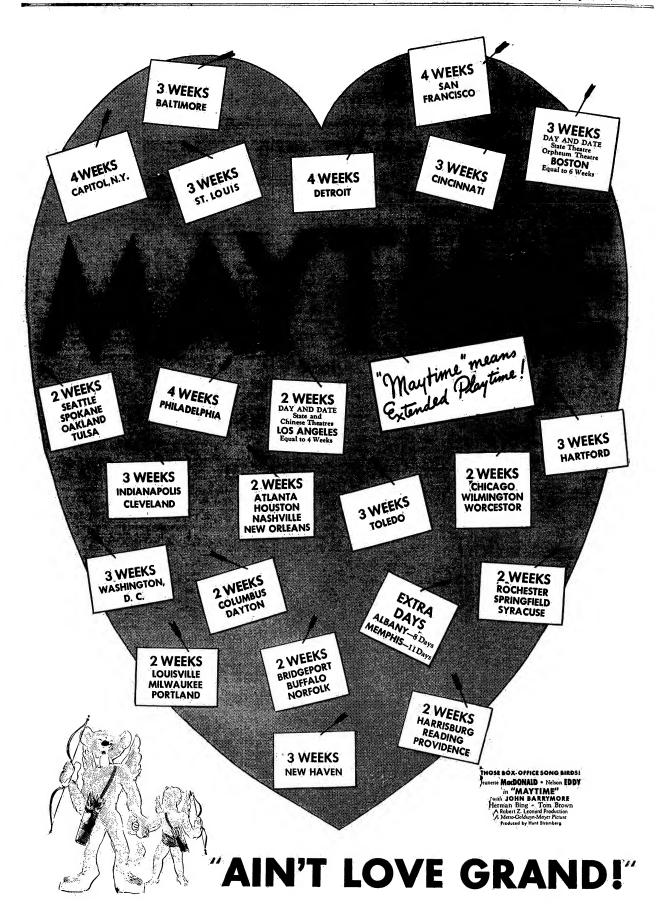
Ralph Ince Killed

Ralph Incc, brother of John and Thomas Ince and himself one of the

Raiph fice, prother of John and Thomas Ince and himself one of the earlier motion picture directors, was killed in the Kensington district April 11 when his car crashed an iron railing. Mrs. Ince, who was in the car with him, was badly cut about the face.

Ince came here a couple of years ago to direct for Warner Bros.-First National-British. He had also done work for Warners in the States. His carliest connection was with the Vitagraph Co., with which he remained for 10 years, playing and directing. He was the first to play harhalm Lineolu in the films. He had also directed for Sciznick. Columbia, Radio, Universal and Money Lineolu, and Columbia, Radio, Universal and Money Lineolu, and the was the son of John E. gram. He was the son of John E. Ince, famous as an actor and director half a century ago.

Further details in Obituar



(Continued from page 24)

for her prince-charming to come along. Instead, a bum shows up and sleeps in the house. His demeanor prevents the hostess from calling the cops. He continues to both in and out and a contest is published regarded as model home. The pair weave up a letter and it wins the prize. However, complications set in when babies, dogs, cats, etc., are needed to implete the requirements in the contest. Gal grabs aff the babies, but is capted with kidnapping. In the washup everything is straightened out when the contest of the contest of

Warners

aven in work, 11 editing, 8 preparing. In work: 'CONFESSION,' reported as 'ONE HOUR OF ROMANCE, VARIETY MARCH S, 'THE DEER SOUTH,' reported March 12, 'LIEB OF ZOLA,' reported March 13, 'LADY JURIS,' reported March 14, 'LADY JURIS,' reported March 15, 'LADY JURIS,'

is her to raise.

Readied to start: "GENTLEMAN AFTER MIDNIGHT," THE ANGLE SHOOTES, "THE PERFECT SPECIMEN," and "VAESITY SHOW."

Exploitation

(Continued from page 27)

(Continued from page 27)
have the children cared for while
they attend the pictures.
Girls who seek this work are subject to examination by the head of
the local hospital and are virtually
certified as to their ability and responsibility. They can be engaged
for an evening to call at the home
of the boungs of the local at the home
of the boungs of the control of the local
paid in proportion to the number and ages of the children. Many
of them are content to accept half
a dollar for riding herd on a couple
of half grown youngsters, but a
dollar is the charge if the child is
young and must be fed and watched.
All engagements are made in the
afternoon, and the nurse is provided
with a card for identification. She
goes to the house at the hour requested; generally 15 or 20 minutes
between attuited desire
between attuited the theater,
who have the theater, who
notes the seat location. In case of
any untoward development the attendant summonses the physician
and then calls the theater, giving
the number of the card, the mother
is promptly located, and can use
hor was a summonses the physician
home.

Service is such a convenience that-

ner own jugment as to returning hor own jugment as to returning to such a convenience that some women confess they go to the theatre just to get a relief from watching the children every night. Girls are mostly from high school or just starting in on business careers and welcome the income. It's a little trouble, but the manager figures it's profitable.

Pig Was Poked

Pig Was Poked

Omaha.

Success of 'Wai iki Wedding' at the Omaha theatre was aided and furthered by a direct tie-up arranged by Manager Jimmie Schlatter and Advertising Manager Ted Emerson with Bob Burns. Wire to Burns. requesting he send a pig of the size and kind to resemble 'Wafford' was believed to have gone unheeded in the Hollywood melee when the managing editor of the Bee News was accessed by of tight send specifications. In addition, Burns obliged with a letter which the paper put to use. Theatre then entered the picture by buying the porky from the daily which used the receipts for its petharity, free milk fund. Omaha then turned around and presented the fresh ham to a children's home.

In dounding out his campaign of the flam and currently sent the lobby week-end preceding opening of the film and currently sent them about the city on an appropriately decorated truck. Besides 10,000 heralds were paid for by a lewelry store ad, and only expense to the theatre was distribution.

on 'History Is Made at Night,' and developed an angle which focused the spotlight of public attention on the pic in a big way. Gag was to have two femme lookers occupy a pair of seats at Loew's State Wednesday (24), and inquire of an usher just why 'History' was not showing there. They insisted that a preview of the pic was advertised for that particular night, and when told that the film would not open until the following Friday, announced in no uncertain terms that they would do a sit-down there until the pic should arrive.

Stun was staged successfully, and garnered some nice space from local papers.

Hoot and Horse

Charlotte, N. C.

Thoot Gibson, cowboy film and circus star, srending some time here prior to taking the road with Wallace Brothers' circus that wintered at York, S. C., fell back on the flow me, love my dog rule April was publicity, but the pages and radia ale it up, and everybody was happy and the star of the commerce uncheon on Wednesday and ate a dish of oats and polished off with a hay salad while Hoot sat beside him and fed on the usual chamber of commerce menu.

Double Duty

Double Duty
Des Moines.
Tri-State houses, the Des Moines and Roosevelt, the latter a neighborhood theatre, went to town on the Towa premiere' of 'Waikki Wedding'. Which opened this week.
At 8:30 Bob Burns made a long distance telephone broadcast to the stage of the Des Moines from Holly wood, with the sound rebroadcast to the audience at the Roosevelt. The the Audience at the Roosevelt. The Station was upheld by Forrest Spaulding, the local librarian, who has quite a reputation as a wit himself, giving a good ten-minute send-off for the picture.

Swapped

Playing History Is Made at Night just before Easter, William Miskell, of the Orpheum, Omaha, made a deal with a local minister. He loaned his stage to the dominie for lenten services and in mister. He loaned his stage to the dominie for head of the control of the con

them about the city on an appropriately decorated truck. Besides 10,000 heralds were paid for by a sewelry store ad, and only expense to the theatre was distribution.

Squat Strike

Louisville.
Publicity stunts have been rather scarce around here since the flood, and this lack of novelty exploitation can probably be accounted for by the state of mind of the local theat be patrons. They're pretty serious the patrons. They're pretty serious would the recent disaster, and it would be recent disaster, and it would be the cartendary to the state of t

PICTURES

Just Cittle Labor Day
Juste of together on return
cuts taken during poorer times,
gotiations of the managers with
w York and Brooklyn stagehands
ll be deferred until August when
th sides will attempt to work out
new contract effective Labor Day
et

a new contract effective Labor Lay next.

The managers offered the stage-hands a 15% boost spread over two and a half years in lieu of the 12½% cut, which was taken in circuit houses and 18% over the same period against the 15% slice that was taken in de luxe theatres. In circuit houses the hands were to get 5% now, 5% on Labor Day for a year, and 5% Labor Day, 1938, while in the de luxers it was to be 6% over periods on the same basis. This offer was not agreeable to the N. Y. and Brooklyn locals, although it was promised that effective this coming Labor Day provisions for increase in overtime would be worked out.

CAL. ANTI-BLOCK **BILL DEFERRED**

The anti-block booking bill, introduced in seembly by Ernest Volging, legislator, of the country was a baled early this morning after a hearing before the assembly judicary committee which lasted six hours and which was heated throughout.

Sacramento had more than 200 fighting for and against the measure when the committee met. Dean Warwhen the committee met. Dean Warner, law partner of Senator McAdoo, led the support of the measure charging block booking practices allowed flagrant abuse of business fairtrade practices and that it was the greatest example of monopolistic control of an industry. He said: "We Democrats know what to do about monopoly," in speaking to committee of 15, most of whom were Democrats.

Some indie theatre operators from Some indie heatre operators from north and south supported the measure and were led by Mrs. Ella Wheeler, who upheld Warner's contention that block booking contributed hoisting immoral pictures on unsuspecting public, including children.

Measure was opposed by major dren.

Measure was opposed by major producer spokesmen, also by Morgan A. Walsh, president of ITOA of Northern California, who claimed screen fare would go back 20 years if exhibs were allowed to select all their programs. Walsh added that business was peculiar and that after being in it for 28 years he was still uncertain about public tastes. Mrs. Jesse Hogg, Sacramento clubwoman, opposed measure on basis that producers make exhibs sell best pictures because they make the best money. Edward Vandeleur, secretary of the State Federation of Labor, opposed bill because independent producers were not paying union scale nor recognizing labor demands while or reanized producers and exhibs were. Tabor believes in playing fair with those who play fair with it.' he said, therefore I'm unalterably opposed to this bill.'

Los Angeles, April 13.

Headed by Jack Berman, chairman of the California Independent Exhibitors' Protective League, small group of indie theatre operators in the Los Angeles area is in Sacramento to make a demonstration in favor of passage of three so-called anti-industry bills now pending before the state legislature.

Measures that the passed would ban producer- istributor ownership or operation of theatres, prohibit block bookings and put an end to preferential play dates. League was or 'ized recently by

League was or ized recently by B. D. Russell, former indic producer, who has been active in the fight to secure passage of the proposed legis-

TITLE CHANGES

Hollywood, April 13.

Confession' is the new tag for 'One-Hour of Romance' at. Warners, Studio also swapped 'Cherokee Striy' for The Little Buckaroo.

Mass Casey at the Batt' ielder's 'Bats Casey at the Batt'. The Frameur of Control of the Batt'. The Frameur of Control of the Braking Point'.

Tag on Universal's 'The Cop' be comes The Breaking Point'.

Republic shifted 'Our ing House' to 'Everybody's ing House'.

South of Sonora' E. B. Derr production, changed to 'Under Strange Flags.'

Advance Production Chart Cuts Until Labor Day Mpls. Indies Oppose Anti-Zoning Ideas; Other Amus. Legislation

Mineapolis April 13.

Most local independent exhibitors seem more in a panic than the film exchanges over an anti-zoning bill which has been approved for pas-sage by both the House and Senate committees in the state legislature which had it under consideration.

committees in the state legislature which had it under consideration. Exhibitor opponents claim they would be put out of business by the measure in requires the exchanges to release all pictures simultaneously to theatres charging the same admission. The drawback is that the exchanges are called upon to post rental charges based upon release dates. Thus, present hargaining would be eliminated and a 400-seat suburban house charging 25c admission would have to pay as much rental as a 2,500-seat downtown 25c theatre, for example. Exchange heads and exhibitors declare the law will turn the whole business topsy-turvy. It also is asserted it would be impossible to obtain sufficient prints of any one picture to carry out the bill's terms. The bill itself says its purpose and intent is 'to make moving picture alm available to all persons and exhibitors upon substantially equal terms and conditions and to remove unfair competition with respect to the rental of motion picture film and

unfair competition with respect to the rental of motion picture film and with respect to the time that said film shall be made available to the exhibitors in any municipality.

Md. Ends Tax Session

Md. Ends Tax Sessions
Successful legislation providing for Sunday pictures in two parts of Maryland and defeat of various dog racing bills, plus one other for a 10% admission tax, highlighted the close of the session in that state. Sunday openings were voted for Oakland and for Anne. Arundel, county. An effort to approve pictures for adults only, children under 18 not to be admitted, was substituted for another bill which reduced the age to 16 and provides children could be admitted with parent or legal guardian.

Several attempts to legislate dog racing proved fruitless, although a bill to legalize bookmaking on horse no essential difference to theatres since bookies have been operating all along anyhow. Dog tracks are always fought by pictures since the lawsy fought by pictures since the heatres. Effort to include dog-racing in the revenue bill was also defeated.

Sunday Pix

. Sunday Plx

Wilmington, April 13.

Hamill bill, opening way to Sabbath pix in Delaware, has even chance of passing at this session of Legislature, Joseph A. DeFiore, prev of Motion Picture Theatre Owners of Delaware and Eastern Shore of Maryland, reported this week. Measure is still in commit-

tee.
Petitions with 48,200 sigs were Presented to legislators at Dover by theatre men and labor officials. Warner houses did most to garner names, DeFiore said. They had girls in Jobby of each house signing up patrons. Federation of Labor had gals on Market street getting names. More than 9,500 petitioners were fron houses.

No 2% In Saskatchewan
Regina, Sask., April 13.
Ithough no list of exemptions has
been announced yet, the 2% sales
tax in Saskatchewan will not apply
to theatre admissions, Hon. W. J.
Patterson, Premier of Saskatchewan
informed Vanistry. Neither all
there be a charge on the rental price
of pictures. There is already a city
amusement tax charged in the urban
centres of the province, under provincial legislation. The sales tax is
likely to go into effect in July.

likely to go into effect in July.

Sunday O.K. After 28 Yrs.

St. Louis, April 13.

St. Louis, April 13.

Sunday films in Webster Groves,
Mo, near here, prohibited by blue law on books for 28 years, was tegalized at last week's election by vote of 2,989 to 2,659. Issue had been defeated each of four previous times it was submitted to voters of residential town. Question was paramount of municipality's city election dividuals and organizations who opposed proposal asserted repeal would be initial movement for a wide open town." Town has one theatre, Ozark, owned by 68 stockholders and has received a perfect rating by St. Louis etter Films

Council which made a survey metropolitan St. Louis area. Many films received under con-tract are shown at discretion of the-atre's management.

Columbus, April 13.

Columbus, April 13.

Newsreal companies will continue to pay a censorship fee on their product in this state for a while longer. A bill to remove newsreels, from censorship was defeated last week in the Ohio Senate.

Oppose 2% D.

Washington, April

Washington, April
Local film theatre operators
formed a committee to fight license
tax of 2% on gross receipts which
would be imposed on D. C. theatres
under bill introduced in Congress by
Representative Ross A. Collins of
Mississippi. Measure is one of several planned to increase revenue
from District and cut down need for
Federal contribution to Cap upkeep.

Tilm hove claim tax designed to

Federal contribution to Cap upkeep. Film boys claim tax, designed to raise \$200,000 in taxes, would force in my nabes, which run on small profit margin, to fold up, and would force increase of prices generally. Measure, which would become effective July 1, would require licenses for the privilege of engaging in such a theatrical business in Washington.

ington.'
Committee, which will present argument to House Appropriations Committee, is headed by A. Julian Brylawski, of Warner ros., and includes Carter T. Barron, Loew's, Mrs. Louise Noonan Miller, indie; and Sidney Lust, Abe Lichtman and Charles H. Olive, nabe operators James J. Fitzgerald is counsel,

2d Stickup Attempt on Boyd, Philly, Fizzles

Philadelphia, April 13.

Philadelphia, April 13.

Holdup experts evidently figure the Boyd WB deluxe, at 19th and Chestnut streets, as something choice and easy. The Boyd was robbed a month ago of \$1,150 by a lone stick-up man: and on Tuesday night a robber, believed by the management to be the same individual, tried to repeat. He didn't.

peat. He didn't,
about 10.30 o'clock, smartlydressed man, abou'. 30, approached
Usher Raymond Denby with a story
about a lost mufiler. Denby started
upstairs with the man to look for it
when the stranger pulled a gun and
said, 'Take me to the cashier.' Assistant Cashier Albert Simko opened
the door of the office when the robber knocked, but when Denby, standing behind the man, shook his head. ing behind the man, shook his head, Simko slammed the door. Where-upon the stranger, still training his gun on Denby, walked calmly out of the lobby.

of the lobby.

A lone gunman robbed the downtown Kéith's here of \$57.43 Friday (10) night, but missed \$1,000 more in a box at the cashier's feet. The bandit apparently knew a policeman was due at the house at p. m., so he was working against i when he pushed a gun in the face of Florence Hardy, the cashier. She delayed him as long as possible by pushing small change slowly to hi but he escaped just before the cop was due to arrive.

B&K's 2 New Ones in Garv

Gary,
Balaban & Katz circuit invades
this 'suburb of Chicago' shortly by
the takeover two of the key
downtown houses, the New State and
Grand, from Pete Kollaris. his
marks another rivet i the growing,
ring swung around northern Indiana
by Balaban & Katz, which has already, strengthened its positio in
this portion of the state through
holdings in South Bend and Hammond.

mona.

And like the other northern Indiana spots, the supervision will be by Dave Wallerstein, who also eyes the Chicago and United Artists are spots in the Loop for B, & K., besides a group of top houses on the southside.

Kollaris remains on the groun here as city manager of the theatres.



Anna Neagle

You'll see her...you'll love her...you'll nominate her the screen's loveliest. She dances; she sings; she romances; she wins her way into your heart. Watch for the glorious, glamorous ANNA NEAGLE in Herbert Wilcox's"Backstage"and other forthcoming releases from GB



Film Reviews

KIKIMO

(Continued from page 12)
by group of Chicago University professors, who based their judgment on
pic's intrinsic value and its appeal
to American audiences. From appearances, film (or at least this print)
was aimed for western showing, as
musical score is distinctly so in opening scene. Despite optimism of the
outer of the processors. Kimiko' has litouter of the processors of the processors of the prostandard of t

production.

Film's chief flaw is its dreary pace. Also fact that Japanese are racially not emotionally demonstrative, as result of which performances are agonizingly underplayed.

nizingly underplayed.

Nevertheless, 'Kimiko' is loaded with quiet kernel in what is apparently Jopense sequivalent of 'Mr. Dead and Man Godfrey' type of the dialog, particularly between the dialog, particularly between herolne and her fiance. Jap femmes are okay, for looks.

are okay for looks.

Story deals with modern Tokio girl and her mothers for the sabandoned them of the sabandoned them of the sabandoned them of the welding isn't possible to the sabandoned them of the welding isn't possible to the sabandoned the

re settled.
Simple story is ingeniously told.
Has honest human values and is completely without hokum. But lack of pace, combined with what seems to be fundamental difference in viewpoint for western audiences, makes Kimiko' heavy entertainment—steast in America. Wealth of picturesque atmosphere and vivid photograpily.

DER GIPFELSTURMER

('The Mountain Conqueror') (GERMAN-MADE)

Ostra Films production	retensed by	N. I.G.K.
er. Features Franz	Schoddl.	Walter
Releger, Mizzl ardouf,	Traudl Er	41. 110
pected by Franz Wenzh	er. Associa	ite pro-
blucer, Eine Peter Oster	mayr. At	Ganlen,
N. V., week April 9, "	7. Runnlu	g · time,
82 mins.		
Fraugl	Franz	Schmid

BerllWalter Krieger
MizziMizzi Bardorf
'raudl Tranill Eril
alwlor: Hamlwerksburschen, Helni Abele
August, Handwerksburschen Huns Schurich
Der Berr im HotelTheodor Lios
Wlukelmann Imil Matuschek
Ein Kellner
Rin Pikkolo Gusti Stark-Gsteilenhauer
Der Grenzbeumte
Die Zimmervermielerin Anni Trantmer

(In German, No English Titles)
It is too bad that somebody with a fair knowledge of scripting and a director who was not so laborious did not have a hand in this so-craised in the second of the seco

The production, with English titles, probably would make a fairish two or threef-reel feature for U. S. consumption. There's no getting away from the skill displayed by Franz Schmid, who is termed Olympic champion of 1932 and 1336 in the mountain-climbing sport (it probably will be news to American students of the Olympic that this sport is not of the events). It is not of the events of the constant of the control of the events o The production, with English titles,

have to witness the descent from a snow-clad peak.

('Country, Love and Duty')
(ITALIAN MADE)

Metro release in Meneral production. This scale that part of the shooting and scenes shown were faked, At any rate, the real palms should go to the lenseritheat palms should go to the lenseritheat palms should go to the lenser grinder and production crew for their marvelous views and faithfulness to deal in this portion of the film. Earlier portions are mostly travelog in nature.

Franz Schmid as an actor is a likable and climber. Signal that part of the shooting and scenes that part of the shooting and scenes shown were faked, At any rate, the real palms should go to the lenser frieder and production crew for their marvelous views and faithfulness to deal in this portion of the film. Earlier portions are mostly travelog in nature.

Franz Schmid as an actor is a likable athlete and climber. Signal the descent provided that the control of the part of the part of the part of the part of the shooting and scenes who were falled that the part of the shooting and scenes shown were faked. At any rate, the real palms should go to the lenser that part of the shooting and scenes shown were faked, At any rate, the real palms should go to the lenser that part of the shooting and Melhard Symm.

Metro release in Meneral production. This provided in this possible that the part of the shooting and scenes that part of the shooting and scenes that part of the shooting and Melhard Symm.

Because of a cut-back which gives the follows the follows the follows the follows the part of the shooting the shooting the part of the part of

BORDERLAND Paramount release of Harry Sherman production. Stars William Bayn and

Janua Kuson, Directed by Nale Watt.	1
Story, Clarence E. Mulford; screenplay.	l
Harrison Jacobs; camera, Archie Stout,	Ł
At Liberty, Lincoln, dual, Runnin time,	ı
82 mlns.	ł
Hop thing William Boyd	ł.
Nelson	ı
Windy	ı
Loco Stephen Morris	ı
Mully Charlene Wyatt	ı
Grace	1
Gonzales Trevor Bardette	П
Morgan	ı
Parent Charles Charles	ı

Gunzales.

Gunzales.

Gunzales.

Gunzales.

Gunzales.

Gunzales.

Except that its tempo is very slow for its type, Borderland' puts the about the state of the st

FIZESSEN NAGYSAD

(Pay Up, Madam!)
(HUNGARIAN MADE)
Budapest, March 31.
Budapest, March 31.
Pulria minimum and paragraphy and by Akas Hathonyi. Seriangia, Tanuas Kainel, Besso Taruk, 1981; Lily Murati, Paul Javor, Jolins Kille (Jamessog), Kalman Ladaber, Santos Javor, Santos Payl.

Advertised as the first Hungarian Advertised as the first Hungarian musical I act of the first Hungarian for the first Hungari

poppa's efforts to keep them apair, he does.

He does.

The does with the dest actress and the most attractive woman on the flungarian screen. Pity that her personality should be forced to fit such silly and stereotyped parts. Javor, too, has the making of a fine screen actor, but the roles he is compelled to play mechanize his charms. Same applies to Kabos on the comic side. In some of his stage a peer or cession of the stage and the same than the same kind of foot, the stage of t

Patria, Amore, e Dovere

('Country, Love and Duty')
(ITALIAN MADE)

perted by Alessandro-Blasetti, At Miami,
N. Y., week April 7, 37. Running time,
10d mins.
Commander De Bon
Corrado Valeri
Anna, his wife 2vi Maltaglisti
His Father Frame Poop
Itla Brother

where, although containi english explanatory titles.

The story is one of those endless, and repetitious social drams against a military background, in this instance, the Italian navy. There's too much social stuff, too much navy and too much film altogether.

Somehow a young naval officer.
Somehow a young naval officer, of the navy and too much film altogether of his nice and decent wife. She is, of course, innovent, but his broodings over gossip make him morose. Then a sub sinks and the young licutanant proves a hero and amid a circuitous whirl of unnecessary complications, he and his wife become reconciled. The shown is the story of the social whirl, at will, without regard to orders or duty. There is, of course, the usual library sea backgrounds. Since the flottila scenes are flashed with incoherent sequence to the story, the scenes are not as generally are. Sound and the photography n.s.g. and the acting ofters little to recommend.

ARIZONA DAYS

(WITH SONGS)
Grand Nathonal release of followed Finney
Blennow Stewart, Ribellind Terry, Tonnay
Brigo, Syd Saylor, Bart Dwire, Hireshot
by Jack English, Shop, Jahuley Pareshot
by Jack English, Shop, Jahuley Street
Chothe, Jack Smith, and Tex Bliver, M.
Klyu, ed., Junk, Bunning Une, 34
Klyu, ed.,

Tex.:			 	Tek	Ritter
dean.			 60	helltol	Torrey
Hogen	er		 	Syd	Saybur
MelSil	11		 WIllian	a Bas	ers ann
					Stewart
Price.			 	Forest	Taylor
Coult.			 	Shub	Potland
Pric.			 	Glen	Strange
					Murphy
Work	DIED.		 	Linn	Dwire
Higgi	ubod ha	m	 	18104	Buster
Salty.			 	Salte	Holmes
Str	Pr		 WIIIi	am I	esmand

Mountain minstrelsy on a non-profit basis resulting in the strand-ing of a wagon turkey in the open spaces is the background for this new GN bronc spasm, the nusical type which is rating more and more attention of the camera lately. It's a Tex Ritter sturrer and will a Tex Ritter sturrer and will be clientele. Even the nusical disage, so frequently badly sandwiched and worse in spotting, is accomplished well due* to the show biz back-ground.

so frequency owns. In spotting, is accumplished well use to the show bit backs. Bitter sings five numbers—High. Wide and Handsome, 'Tombstone-Arizona,' Arizona Days,' In Sunny Spain' and 'Looking for Love.' The first is the best number and was penned by Ted Choate. Others were the work of Jack Sniith and Ritter. Of their chores, the 'Arizona Days' number is top. Ethelind Terry, credited with an appeurance previously of the show was allowed the state of the

Liebe Geht Seltsame Wege

('Ways of Love Are Strange)

	Berlin, March 27.
	Deutsche Filmexpurt release of H. H.
	Zerlett production, Edrocted by Zerlett,
	From play by Scribe; camera, Cleorg
	Krause; music, Leo Leux, At Glorin-
	Pichasi, Berlin, unning time, 82 mins.
	Captain Costall Carl Ladwig Diehl
	Antonia DelvarezOlga Tschechowa.
	Delia Vien
	Carlos VigoArthur . ehroder
ľ	General
ı	Montefrance Stwing Jurgensen
1	Duchess
!	Lineiann Josef Elchhelm
ı	Blaura Hilde Sessak
l	Denoises Margit and Michael Symp.

his hunt for Costali by ealling on Antonia. Everything is fine until the disguised hero is recognized by Montefranca's chauffeur, ouse is surrounded by police in me time. Costali makes her a confidante or Antonia's pretty nicee. Delto, and the costali pagnise comes when Montefranca is arrested and the president explains the ruse to discover his enemy. Montefranca, believing Costali against the government, had wanted to contact him so that they could join forces.

Diehl, his usual suave self even as a menial. is adequately supported by effective contrasting fenime types. O'lea Tachechowa, besides her poise charm and looks, contributes the poise charm and looks contributes. It's a flim with good dialog, flanty of tempo and dramatic situations, jinxed by the wrong twist.

4 CHI PIX CRIX ON JUNKET TO SWEDEN Wol

Chicago, April 13.

Essuness* is taking four local film critics on a Junket to Sweden to observe Swedish film production. Dorothy Deere of the American. Clark Rodenbach of the News, Carol Frink of the Herald-and-Examiner and Eleanor Keene (Doris Arden) of the Times, phaperoned by Herbert Elisburg, publicity handler of the Essaness circuit, will leave Iron New York on the Grigsholm May 1. and due back in the States on May 25. Essaness has been importing Swed-

Essaness has been importing Swed-Essaness has been importing ownshish flickers and clicking with the Svensk product in its northside Julian theatre, which has developed a strong Scandinavian following.

ALPERSON SETS PLANS FOR NEW GN STUDIO

Hollywood, April 13.

Hollywood, April 13.

Indio production and technical
staff of Craul National, now enscenced on the old Educational lol,
lias heen completed by Edward L.
Alperson, president, who plans to
remain here for some time, Sidney
M. Biddell will act as exec aide to
Alberson, in addition to handling
stories and talent, Philip N. Krasne
continues as the company's attorney.
Other appointments are: Harol
Lewis, studio and production manager: A. E. Kaye, technical supervisor: Sam R. Wallis, comptroller;
Robert D. Luplow, purchasing agent;
Martin Boe, construction for man:
Butord Smith, paint foreman; tay
Wolf, electrical foreman; Gaston
Glass, unit manager; Joseph Shea,
publicity director; Edward R. Ager,
projectionist, and Edward Tiffnay,
camera department.

PREVIEWING A SKY PILOT

PREVIEWING A SKY PILOT
Lincoln, April 13.
Rev. Winfield Edson, of alcland,
Cal., use motion pictures for his
business car. Fremonit, Neb, First
Baptist church was looking for a
i mister and since it was too far-for
Edson to come to make a trial sermon—the usual method—he had
films made of himself and his famity.

ily.

Church hired him after they saw the pictures, viving him a unanimou vote.

New York Theatres





PARAMOUNT: TIMES 'Swing High-Swing Low

With LOMBARD and MacMURRAY

-ON THE STAGE-LOUIS ARMSTRONG AND HIS ORCHESTRA

OPENING SAT., APR. 17 ANN HARDING IN "LOVE FROM A STRANGER" UNITED RIVOLI B'WAY at ARTISTS RIVOLI B'WAY at

RADIO MUSIC HALL Paul Muni Miriam Hopkins



BREAKING ALL RECORDS Bette DAVIS in 'Marked Woman' NEW STREET AND 25° In Character 1 150 p.m. 1 150 p.m. PECTAL MIDRIDIT SHOW

ROXY ALL 25 P.M. "When Love Is Young'

On The Stage 4 KRADDOCKS DENNIS GIRLS PAUL REGAN

3D WEEK RED-BLOODED ADVENTURE SILENT BARRIERS with RICHARD ARLEN, LILL PALMER, ANTONEFIE CHEER SARIE MACKAY MI Soats (It-search), Price (IT-last), Sign of Allin, Lew. Tor to \$2.00.

TWICE New Critical Sali. Sin. Sali. Sali.

CALGARY

BROTHERS

HOTEL AMBASSADOR, HOLLYWOOD, CAL. MANAGEMENT M. C. A.

Washington, 13.

Repeal of publicity requirements of the income tax law—which have led to exploitation of scores of film personalities—is being agitated in Congress by both Republicans and Democrats. ikely that before next year the present statute under which names and income of persons paid over \$15,000 annually will be revised or abolished.

Comparative Grosses for March

(Continued from page 10)

SAN FRANCISCO

	SAI	INMICE	300	Autopate 1885
4.2	March 4	March 11	March 18	March 25
PARA- MOUNT (2,740; 30-35-40) High, \$37,500 Low, 5,000	Green: Light and Woman Wise \$11,000	Ready, Willing, Able and Murder Goes to College \$8,000	Maytime \$19,000	Maytime \$17,000 (2d week)
GOLDEN GATE (2,800; 35-55) High. \$26,000 Low. 5,400	Don't Teli Wife \$14,000 (Vaude)	When's Your Birthday \$15,000 (Weaver Bros.)	Piough and Stars \$12,000 (Major Bowes Ams)	Park Ave. Logger \$15,000
ORPHEUM (2,440; 30-35-40) High. \$27,000 Low. 2,100	When You're In Love and Breezing Home \$11,000	Love and Breczing \$7,000 (2d week)	Love and Breezing \$5,000 (3d week)	Women of Glamour and Parole Racket \$7,500
WARFIELD (2,080; 35-40) High. \$57,400 Low. 8,200	John Meade's Woman and Clarence \$10,000		Nancy Steele and Wings \$8,000 (2d week)	Head Over Heels and Espionage \$11,000

	March 4	March 11	March 18	March 25
MINNESOTA (4,200; 26-35-55) High. \$45,000 Low. 5,000	Maid of Salem \$5,500	When You're In Love \$7,500	Last of Mrs. Cheyney \$10,000	Swing High, Swing Low \$10,000
ORPHEUM (2,800; 30-40-55) High. \$25,000 Low.: 2,000	Great O'Malley \$11,000 (Greenwich Village Follies) (Stage Show)	God's Country, Weman \$7,000	We're on Jury \$9,000	Nancy Steele Is Missing \$4,500
LYRIC (1,300; 20-25) High, \$28,000 Low. 2,500	Plainsman and Stowaway \$2,500 (Stage Show)	Ready, Willing, Able \$11,000 (Leon Errol Unit)	After Thin Man \$3,500	Camille and Beloved Enemy \$2,500
STATE (2,300; 25-40) High. \$17,000 Low., 900	Devii's Playground and Let's Make Milion \$2,500	Dangerous Number and Criminal Lawyer \$3,000	Women of Glamour and Don't Tell Wife \$2,800	Women Wise and Jungle Princess \$2,500

KANSAS CITY

	March 4	March 11	March 18	March 25
MIDLAND (1,000; 25-40) High. \$35,100 Low. 5,100	When You're In Love \$9,000	Espionage and Man Who Could Work Miracles \$8,000	Family Affair and Parole Racket \$7,500	Fire Over England and Let's Get Married \$7,000
MAIN- STREET (3,200; 25-40) High. \$35,000 Low. 3,300	Green Light and Penrod and Sam \$7,000	Maid of Salem and Clarence \$6,500 (6 days)	Swing High and Outcast \$9,300	Don't Teli Wife \$22,000 (Fred Waring Orch.)
NEWMAN (1,900; 25-40) High. \$33,000 Low 3,300	John Meade's Woman and King of Hockey \$5,600		Plough and Stars and They Wanted to Marry \$3,700	Swing High and Outcast \$5,200
UPTOWN (2,300; 25-40) High. \$11,000 Low1,500	On the Avenue \$4,200	Wings of Morning \$3,400 (6_days)	Love Is News \$4,200 (8_days)_	Green Light \$3,200

DENVER

4 .	MATCH	march II	March 10	March 20
DENHAM (1,500; 25-85-40) High, \$16,000 Low. 1,700	Maid of Salem \$5,500 (Stage Show)	John Meade's Woman \$6,800	Swing High \$8,000	Her Husband Lies \$5,500
DENVER (2,500; 25-35-50) High, \$27,700 Low. 3,000	On the Avenue \$11,000	When You're in Love \$10,500	Green Light \$10,000	Love Is News \$10,500
ORPHEUM (2,000; 25-35-40) High, \$20,000 Low. 2,000	Last of Mrs. Cheyney and Man of People \$9,000	Sea Devils and Don't Tell the Wife \$7,200	When's Your Birthday and Criminal Lawyer \$8,000	Family Affair and Espionage \$4,500
PABA- MOUNT (2,000; 25-40) High. \$22,000 Low., 1,200	Black Legion and Wemen in Distress \$3,000	Stolen Holiday and Once a Doctor \$3,500	Great O'Malley and Off to the Races \$3,000	Wings of Morning and Fair Warning \$3,500

BOSTON

100	March 4	March 11	March 18	March 25
MEMORIAL (2,000; 25-40-56) High. \$43,000 Low 4,000	On the Avenue \$15,000 (Louis Arm- strong Orch.) (Stage Show) (2d week)	Sea Devils and We're on Jury \$17,400	Love Is News and Wings of Merning \$20,000	Love and Wings \$16,800 (2d week)
STATE (3,300; 25-35-40- 50) High. \$29,000 Low. 2,000	Camille \$6,000 (2d week)	When You're In Love and Counterfelt Lady \$11,000	Last of Mrs. Cheyney and Dangerous Number \$13,500	Mrs. Cheyney and Number \$6,500 (2d week)
METRO- POLITAN (4,800; 35-55-75) High. \$67,000 Low. 11,500	Willing, Able \$23,300	John Meade's Weman \$15,000 (Paradise on Parade Unit)	Swing High, Swing Lew \$22,800	Nancy Steele \$17,500 (Benny Davis Unit)

BIRMINGHAM

	March 4	March 11	March 18	March 25
ALABAMA (2,800; 30-35-40) High. \$29,000 Low. 3,500	Lioyds of London \$6,000		On the Avenue \$6,500	Last of Mrs. Chayney \$6,000
STRAND (800; 25) High. \$5,100 Low. 500	Chan at Opera \$1,600		Mysterious Cressing \$1,800	Mummy's Beys \$2,000
EMPIRE (1,100; 25) High. \$12,800	When You're in Leve \$3,000	i	Gay Desperado \$2,000	Devil's Playground \$2,400

Cate When Fax Spot Felds

Los Angeles, April 13.

When their favorite eating spot on film row folded, members of the Fox Westcoasters club, home office employee welfare organization, put the proposition up to Charlie Skouras, circuit prexy. Skouras did some rapid calculating and outcome is that the employees are opening and operating their own commissary, effective this week.

Vacant cate in the h.o. bidg. is being taken over and will be operated on non-profit basis five days weekly, for circuit workers only. In addition to moderate priced lunchens, cate will serve coffee,

Eli Loew's 35c Airdome Cinema in Lynn, Mass.

Reported cost the project is \$40,000, and Loew's lease calls for annual rental to the city of \$4,000, payable in advance quarterly for 160,000 square feet of land.

WB's 2 Gamies in Phil.

Philadelphia, April 13.
Understood Warner Bros. is skedding games into a couple of its Philly houses in near future. Figuring at first only on those sections where competish is very tough with indies using games and give

negotiator.

Archi Spencer, head of TAS, states Zieve comes in in this capacity only, and not as a partner.

Boston, April 13.

Open Air Theatres Co, headed by Elias M. Loew, indie film house operator, has been granted license by the City of Lynn, Mass, to build an airdome cinema on one of the mai leadi into that city.

To be located on city property, originally planned as a site for a municipal airport, the ozone filmer will accommodate about 400 cars, run single features, and will open about June 1. Admish will be 35c, children free.

Harry Zieve Goes TAS

Chicago, April 13, Harry Zieve is joining Theatre Ac-ceptance Syndicate in the capacity of real estate broker and mortgage

ON THE HOUSE

eons, cafe will serve coffee, and light refreshments in mid-afternoon gratis to all h.o. employees.

DAHLEY LESS IN LAIRCOIN
Lincoln, April 13.
Battle of attorney-generals is forecast here when the bank night test
case comes up. Present atty. genis Richard C. Hunter, former Omahan, who the former atty. gen,
william Wright, who always regarded banko as legal, if operated
according to the copyright stipulations that one need not buy a ticket
to be eligible for a wil

'Billies to Tour with Pic

CINCINNATI

	March 4	March II	March 18	March 25
ALBEE (3,300; 35-42) High. \$35,500 Low. 5,800	Last of Mrs. Cheyney \$17,000	Green Light \$12,500	When's Your Birthday \$8,000	Maytime \$21,000
PALACE (2,600; 85-42) High, \$28,900 Low. 4,500	When You're in Love \$8,500	Sea Devils \$8,000	Maid of Salem \$10,000	Stolen Holi- day \$7,500
LYRIC (1,400; 35-42) High. \$28,900 Low 1,800	3 Smart Giris \$6,500	Jungie Princess \$4,800	Outcast \$4,000	Women of Glamour \$3,500
KEITH'S (1,500; 80-40) High. \$22,100 Low. 3,000	Great O'Malley \$5,500	You Live Only Once \$6,500	Devil's Playground \$5,500	Pleugh and Stars \$4,200

BUFFALO

	March 4	March II	March 18	March 25
BUFFALO (3,000; 30-40-55) High. \$42,000 Low. 8,300	Maid of Salem \$15,300	Green Light \$15,900	Swing High \$16,400	Leve Is News \$12,000
CENTURY High. \$21,000 Low. 3,600	Wé Are About to Die and Smart Blonde \$7,900	Drummond	Great O'Mailey and Accused \$8,700	Crack-Up and Clarence \$6,700
HIPP (2,400; 25-40) High. \$22,000 Low 3,600	Sea Devils and Career Weman \$7,700	John Meade's Woman and Man Who Worked Miraeles \$5,300	Plough and Stars and Along Came Leve \$6,800	Ready, Willing, Able and Fair Warning \$7,300

PORTLAND, ORE.

;		March 4	March 11	March 18	March 25
	BBOADWAY (2,000; 30-40) High. \$21,000 Lew. 2,500	Last of Mrs. Cheyney \$4,600 (2d week)	Daniel Boone and She's Dangerous \$5,700	Transatiantic and Merry-Ge- Round and Call of Wild \$4,400	Family Affair and Under Cover of Night \$5,000
	UNITED ARTISTS (1,000; 30-40) High. \$13,000 Low., 1,200	Green Light \$4,000	Emplemage \$4,500	Penred and Sam \$3,700	As You Like It \$3,500
	PARA- MOUNT (3,000; 30-40) High. \$16,000 Low 3,100	Lleyds of Lendon We're on the Jury \$8,500	Lieyds and Jury \$4,900 (2d week)	Opera	When You're in Love and Dector's Diary \$9,000

Movement Gains in Congress to Nix Publishing Income Figures

Indiana, Indpls., Relights With Spasmodic Policy

With Spasmodic Policy
Indianapolis, April 13:
, 3,100-seat de luxer under
lease to Monarch Theaters, which
operates the Circle here, re-lighted
this week. Marc Wolf, film booker
for a chain of smaller houses
throughout the state, rented the
house from the Monarch outfit on
his own to show a foreign-made religious picture, 'Cloistered.' Following that, Columbia will roadshow
Lost Horizon' at \$1.50 top for a
week. A classical music concert series is set for the next week (23),
tickets at \$5 for the seri
Another indie operator takes the
house for the week of April 30 with
a sex film. Then, Tom Devine, local
dance hall operator, will take a filing
at theater biz with a spot week
booking of the Count Bernivici unit
during the week of May 7. Devine
will then play Jan Garber's band
week of May 14. He has no picture
product, but he plans to pick up a
couple of cast-off films to run with
these two stage shows. The Indiana
has no cooling system, and is not
expected to run beyond the end of
May because of that fact.

Legal Tiff Features names and income of persons paid over \$15,000 annually will be revised or abolished.

The anti-publicity drive, started months ago by Republican members of the House Ways & Means Committee, received a big boost last week when Chairman Doughton, North Carolina Democrat, offered a bill erasing the provision of existillaw under which the Treasury Department is compelled to tabulate names of big earners. Doughton said he is convinced the purpose of the act is not being achieved and that persons in the over \$15,000 bracket are being subjected to embarrassment, bothered by salesmen, and placed in danger of extortionists, The idea met a prompt response from Democratic leaders, who indicated they will Doughton's repealer.

Sentiment against the publicity clauses has developed speedly following disclosure that a Washington public stenographer has been offering for \$100 lengthy sucker lists compiled from the annual Treasury. Department reports to Congress. Fully one-quarter of the names are persons in pletures, with talent predominating.

Film people severely since the first salary list severely since the first salary list severely since the first salary list

Legal Tiff Features Banko Test in Lincoln

tions that one need not buy a ticket to be eligible for a wi Situation involved is the Foxwesco houses in Beatrice, Neb., the Rivoli and Fox, managed by L. B. Sponsler, Trial date has not been set yet.

Des Moines, April 13.
Al Clauser and his Oklahoma Outlaws of station WHO are scheduled
to make a personal appearance tour
with Re public's 'Rootin' Tootin'
Rhythm,' which they made with
Gene Autry in Hollywood recently,
Arrangements are also being made
for a premier of the picture in one
of Des Moines' first run houses, with
the Outlaws on hand for the opening.

persons in pictures, with talent predominating. Film people been pestered severely since the first salary list saw daylight in 1936. All kinds of salesmen, common chiselers, blackmailers, cranks, and finger-pointers have made use of the disclosures about Hollywood earnings, while law enforcement officials fear the data is partly responsible for wave of extortion demands and kidnap threats against people in the business. Publication of the five and six figure salaries has been bad for the industry, inspiring protests from reformers and making pictures a target for public criticism and political scheming. Ten-O-Win Ruled Lottery; Minnesota Case's Appeal

St. Paul, April 13.
Test case of Ten-O-Win,' in which participants are not required to buy admission tickets, resulted in ruling from District Court Judge Hugo O. Hanft that the gimmick is a Minesota lottery law violation. Case was immediately referred to the state supreme court as 'important and doubtful.' Involves Shubert Theatre Players Co., operating the loop Lyceum, and charged with conducting the ten-o-win lottery device. St. Paul, April 13.

ducting the ten-owin lottery device.

Judge Hanft overruled demurrer
to the charge, which recites that
coupons for participation in the
drawings can be had through purchase of an admission ticket or by
asking for them at the theatre.

Charge further states that admis-ion to the house is free for winners withi five minutes after their names are called, and that the device is operated solely to advertise theatre and increase its revenue.

RKO Rewards Sextet

Columbus, April 13.

Columbus, April 13.

ix porters at the RKO Palace here received a bonus of a week's salary last week in recognition of their alertness and resourcefulness when are broke out in the theatre early on the morning of Jan. 7.

As soon as fire was discovered one of the porters dropped the fire curtain, another turned in the alarm and others went to work with the house fire equipment. Blaze was confined backstage and damage held to minimum.

to minimum.

Palace is located in AIU building, this city's 37-floor skyscraper, in the heart of the downtown district.

Gaal Opposite March

Hollywood, April 13. Hollywood, April 13.

Predric March is set by Ceeli B.

De Mille for role of Jean Lafite,
pirate patriot, in Paramount's The
Buccaneer. Prancista Gaal, Hungarian import, makes her American
debut in femme lead.

Camera crews will trek to Louisiana bayous for atmosphere shots.

CBS' DRAMATIC REPERTORY

Radio Needs Smart Answers

Individual reform groups existing primarily on their own fancy letter-heads or in the stuffed fronts of their own organizers and promoters need not be taken too seriously. They usually show themselves up by revealing the hollowness of their membership claims and the dubious sincerity of their recommendations. But while the professionally-organized protest may be counted upon to spend its energy, in due time this does not mean that the radio broadcasting industry can be complacent. It will be beset with an increasing pressure of criticism and it will need to evolve a technique of defense.

Beform elements have made the motion picture industry miserable with arbitrary limitations and rules. Pictures were vulnerable to attack through state legislation imposing box office and other taxes, setting up censo boards to harass the producers. Film biz made its peace and keeps tha peace at an expense in lobbying and constant vigilance that might well frighten those who look ahead in radio to the grim possibilities.

Fortunately radio programs, all things considered, are remarkably chaste, innocuous and without anything that most people would consider a threat to morality. This halts the reformers at the start, but a reformer's zeal to regulate other people is a steady flame that never goes out.

Legislation aimed at radio has bobbed up in half a dozen states. Most of the proposals are crank stuff and self-defeating by their sheer absurdity and extremity. But they point the direction of the breeze. In several instances, they have had the healthy result of stirring broadcasters to activity in their own behalf. It is well to remember that any business so much in the public eye inevitably draws the avaritious eye of the taxhungry politiclass who find cheerful allies in the grouch-ridden elements that have spleen to vent.

Schools, colleges and clubwomen constantly talk about the alleged superiority of the British system of broadcasting. This ceaseless propaganda has made converts. Make no mistake about that. It isn't that these converts are numerous enough in themselves to force any radical changes but they form the rooting section behind the pickaxe brigade that would like to tear down commercial radio to build, in its place, what they naively believe would be a superior type of radio.

Typical of many of the attacks made upon radio broadcasting is the just-published Vanguard volume, 'Not To Be Broadcast,' by Ruth Brindze. It's a sample of protest literature and radio may as well start getting smart with some answers. Witness the experience of the drug and food boys and the advertising biz itself.

New book depicts the radio situation as being in the hands of three chains who supervise 93% of the wattage. Chains in turn are in the hands of bankers and big advertisers, atop of which the newspapers are crowding in. And astride the whole heap is the F. C. C., which is accused of political timetring as well as exercising a law both forbidding and demanding censorship. In short, the F. C. C. can't censor; but it can revoke licenses because of public interest, convenience and necessity. These propositions are depicted as mutually contradictory.

Cited are some 35 cases of alleged censorship. And some proffered solutions. One is a government network paralleling the commercial system (Others: (1) free discussion periods for controversial topics without liability to stations; (2) checking domination of the air by small groups; (3) periodically announcing ownership of stations and propaganda groups; and (4) abolition of the president's emergency take-over powers of radio.

Just how 'liberals' can advocate a government web, and at the same time 'check domination of the air by small groups' without being contradictory, especially after accusing the government of hocus-pocus in connection with the F. C. C., sin't clear. It also isn't clear whether the cases of so-called censorship are all the cases available, or what part of them. In which event this type of documentation is haywire as a sample, because no indication is given as to censorship being large or small.

This is not to discredit sincere efforts at improvement. But liberals arguing against monopoly are apt to get off on the wrong foot. Radio admittedly is willy-nilly because it is highly subject to 'public feeling,' which means that you can't call a guy a liar over the ether, nor can you advertise goat glands. Chains have been as sensitive to this as anybody and plenty of errors have been made, not because the boys were trying to take the public into camp, but because they got dizzy wondering where to jump.

In short, radio is pretty sensitive to pressure of any kind. And this is the best guarantee to date of no tomfoolery. Checks of various kinds more of less cancel each other out.

It's easy to poke up reform, but the question is: what kind? How about the various screwball movements advocating this or that, and then selling out lock, stock and barrel to the boys with the money? In finding banker connections, it might be interesting to investigate a few of the protest

RAY MORGAN SETTLES WITH HOWARD MEIGHAN

Ray Morgan, Los Angeles program producer and agency man, last week settled his commission difficulties ith Howard S. Meighan by a cash payment. Meighan had filed suit in the State Supreme Court, Westchester County, claiming that Morgan owed him \$11,700 for a go-between service several years agents. tween service several years ago, which resulted in the purchase of the 'Strange As It Seems' transcription series by Ex Lax throu the Joseph Katz agency.

After exchanging check and re-lease paper signatures with Meighan-the producer started back for the westcoast. Case had been set for

Harry ill added to News staff at KVOD, Denver.

Visiting

In New York

Arthur B. Church, KMBC, Kansa City

C. W. Myers, KOIN, Portland, Ore WOW, Omaha.

Kelchner, WMMN, Fair-

Hoyt Wooten, WREC, Memphis. Maland, WHO, Des Moines

, KFRC, San Fran-

Carl Hoff, KIRO, Seattle. William O. WALA, Ala.

Howard Maitland, WXBY, Kansas

City. Mo.
H. J. Brennen, WJAS, Pittsburgh.
Robert M. Thompson, WJAS, Pitts-

WKZO, Kalamazoo,

TO EXPERIMENT

Broadway Skeptically Sees Just Another Publicity Gag to Be Quickly Forgotten, but Other Opinion Sees Web Anxious for Showmanship Gesture

REHEARSAL ITEM

Columbia is slated to introduce the repertory idea in big league radio. Negotiations are on for the Actors Repertory. Co, one of Broadway's young acting groups, to supplement their stage work with a weekly production on the network. Plan is to have them restrict their efforts to dramas of the American scene. They would lay out their air scredule long in advance, devote considerable time to the preparation of each program and do adaptations of short stories as well as one-acters and condensations of full length, plays.

Actors Repertory Co. has been in

and condensations of full length, plays.

Actors Repertory Co. has been in existence for three 'years, during which time it has produced such plays as 'Let Freedom Ring,' Bury the Dead' and '200 Were Chosen.' While each of the group's scripts has been for the protest or propaganda classification, the critical response to the acting has been favorable. Group recently insured itself against breaking up by exchanging contracts among themselves. Worthington Miner is the stage director for this co-operative venture.

Actuating Columbia's approach is the belief that the time is ripe for the establishment of the repertory theatre idea in broadcasting. Behind the proposed alliance is the hope that it will bring to the air trained actors still fresh with enthusiasm, people who have been reading legit scripts for years and who from this knowledge of what has been written for the theatre can cull material, which lends itself to effective mike use, and also producers who have a bent for experimenting.

use, and also producers who have a bent for experimenting.

Skeptical

use, and also producers who have a bent for experimenting.

Skepilcal.

CBS' buzzing in the direction of the repertory theatre has roadway's non-commercial strata wondering. Some are inclined to the opinion that the thing will be treated in the light of a stunt and publicity catcher and after a few programs it, will be quietly dropped. Other view from this sector is that now that broadcasting is operating to ig profits it can afford to do some real indulging in culture. Also that it is beginning to realize that the listening public is not entirely within that 12-year-old I. Q. circle and that a goodly percentage of set owners would appreciate choice samples of the drama, diligently prepared. The different is script three days in advance and as a rule there is but one rehearsal. Upshot is slipshod performance. Difference with this type of preparation and the real McCoy, is made sharply noticeable when an excerpt is done from some play currently running on Broadway and with the same members of the cast participating.

Three recent outstanding cases in point were the performances given by the 'Dead End' company for the mobilization for Human Needs program on NBC, by Katherine Locke and Jules Garfield of 'Having a Wonderful Time' on the RudyValleerorm Lency Robinson's 'White-Haired Boy' on the RCA Matinee.

Kenny Draws Bankroll

Kenny Draws Bankroll

After six years of sustaining, Nick Kenny, radioracle on the N. Y. Mirror, has finally snaged a sponsor. Writer's WMCA, N. Y. 'Children's Parade' will plug 'Dr. Brown's Celery Tonic' on Saturday a.m.' for 26 wecks, startin April 17.

Advertising Agency's Own Studios

IN HEAVY ACTING Crowded Conditions at Networks and Local
Station in Chicago Is Responsible Station in Chicago Is Responsible

This Week's Forum

A Chicago radio announcer and a Detroit a dvertising agency. Vox pop this week in the Forum Department of Vanury on page 79.
The spieler takes up the problems of the \$30-a-week mikesters and advances some reasons for the need to unionize; and Pontiac's agency advances some interesting data on its. Varsity Shows' appeal to some 6,000,000-8,000,000 college alumni of the land.

Hobler, Williams to N. Y.: Hollywoodized Showboat Now on the Blueprints

Los Angeles, April 13. Los Angeles, April 13.

Maxwell House Showboat switches to Hollywood some time between May 15 and July 1, with Charles Winninger back as skipper. Atherton Hobler, president of Benton & Bowles, and Herschel Williams, radio producer for the agency, set the change in origination prior to trai ing back to New York. Williams returns in 10 days to take care of prelims incident to the change. He will set up quarters here for the agency and also produce.

here for the agency and also produce,
No decision has been reached on
Lanny Ross, who is now emceeing
the program. Agency may give him
a show of his own. Williams said
Ross would prefer to remain in the
east to do concert work between
broadcasts.
In selecting guesters for the Showboat program, preference will be
given to young players in radio and
films, Williams said. Idea will be to
build new personalities instead of
using standard names.
Williams said the agency has other
shows in the making and it is likely
that one or two others will be produced here.

N.A.B.'S AGGRESSIVE COPYRIGHT POLICY

Washington, April 13.
National Association of Broadcasters last week girded its loins in defense of copyright laws, board of directors yoting Wednesday (7) to support both the Duffy and Sheppard copyright bills now pending in the Senate. Sheppard bill is carbon-copy of a measure drawn up by Ed Craney, manager of KGIR, Butte, Mont., and posted to ASCAP last Feb.

Feb. NAB directors also agreed to ire competent defense attorneys in behalf of the Montana and Washington copyright laws and to advise State associations concerni proposed legislation in their respective domaine

Willard Tablets Chided

Washington, April 13,
Burp-stopper tagged 'Willard Tablets' must tone down its radio bally
or stand by for a cease and desist
order, Federal Trade Commission
decreed last week. Claims of the
Willard Tablet Co. of Chicago that
its product will provide help for
stomach ulcer sufferers and will correct an abnormal acid condition 'atonce 'were pooh-poohed by the Commish as false and exaggerated.

Radio, newspaper, magazine and
circular advertisements constitute
'unfair méthods of compelition in
violation of the Federal Trade Commission Act,' Government agency
believes.

New Haven choral group, Bellmen and Knights of Harmony Hollow done with WICC seasons,

Chicago, April 13,
irect wire from the agency to the local, stations, network outlets and even to recording studios is a setup being arranged here by the Blackett-Sample-Humnert agency, which is to have its own-studios in the building where the agency is housed,
B-S-H is spending close to \$20,000 on its own studios and will use them primarily for rehearsals because of the studios at the networks and stations. Will also use the studios for auditions which have the B-S-H program force up to its neck, and it's almost impossi to get audition studios at the regular stations in towh because of the overloaded demand for such facilities by every agency.
B-S-H grancy will tree its own

mand for stein activities agency.

B-S-H agency will use its own quarters for additional purposes also, and will have lines into the various recording studios in town so as to recording studios in town so as to recording studios in the wax direct from the agency's studios. And wherever and whenever necessary the agency will use its own studios for broadcast purposes, putting a line into the stations.

DANCEMAN BUSSE PROTESTS VOCAL RULE

Chicago, April 13,
Several cracks are appearing in
the iron-clad ruling made by NBC
a couple of weeks ago that all sustaining band pick-ups must use not
more than two vocals to a 15-minute
shot, or four vocals in 30 minutes.
Howl has arisen in a number of situations, especially from bands which
have gone out of their way in the
past couple of years to build up
their singers, that they cannot get
along with only four vocals in a half
hour's broadcast.

hour's broadcast.
Result that NBC has been backing down somewhat from its original injunction and is permitting some of the orchestras to go over the limit. Among them is the Henry Busse orchestra, from the Chcz Paree, which Among them is the Henry Busse orchestra, from the Chez Paree, which
has gotten the okay to use five vocal.
Aumbers in a 30-minute period.
Busse went to NBC and showed the
network that he wasn't using just
any instrumentalist to double on the
vocals, but had standard singers
handle vocal numbers. Husse has
had Bob Hannon as vocalist, but this
week changes to Don Huston (Dave
Eastman, following Hannon's resignation to go east to freelance.
NBC ruling on vocals was based
on the network contention that the
sustainings were being cluttered up
at night by a flock of bad vocalists,
who doubled from the drums, trombone or saxophone. Also that the
periods were designed as dance programs' and as such should be kept
loaded to the gunwale with dance
music and not singers.

Liggett Back on Job

St. Louis, April 13, red Liggett has resumed duties as chief of WTMV engineers, East St. Louis, after absence of year, fered attack of pneumoni developed into lung trouble, ment in hospitals in Denver Florida effected cure.

Alfred L. Bergtold has been acting chi incer during Liggett's absence.

WLW Adds Owen Vinson

Chicago, April 13. Frank M. Smith of WLW in town Frank M, Smith of WLW in town last week. Made arrangements to add Owen Vinson to the station production staff, Vinson was formerly program director of KOIL, and lately production manager the Affiliated Broadcasting Co.

At same time Smith through Transamerican to take Carolyn Clark along, with her new program, 'Mad Hatterfields,' to be tested for 30-day period at request of automotive-account.

Must Risk Fans' Ire With Long **Baseball Commercials to Hit** Casual Listeners, Says Gale

Length of commercial copy used by General Mills' Wheati 'in its baseball play-by-play broadcasts was defended by Sam Gale, advertising chief of General Mills before the first annual convention and meeting of baseball announcers at the Edgewater Beach Hotel here yesterday (Monday) and Sunday.

Gale upheld the long commercials on the contention that the usual run of baseball game listeners are in and-outers, who tune in and out on occasion, and that in order to sell Wheaties properly to those people it was necessary to punch in with plenty of copy. And while this might be irritating to the steady baseball issteners, it was worth while risking the ill-will of these steady as beaball issteners, it was worth while risking the ill-will of these steady as the complete of the content of the content

First day's meeting was devoted to general editorial policy and stressed the opinion that the announcers had a triple responsibility: to the station, to baseball and to the sponsor. In regard to baseball L. C. McEvoy, radio contact for the American League, served as the principal spieler and denied that the league was attempting to throttle or censor baseball broadcasti He di however, warm the announcers regarding editorial comment on the game, stating that the ball clubs were conferring upon the stations and sponsors only the right to a play-by-play account of the game and not the right for the announcer, in the heat of the game, to give his personal views.

Mai, John L. Griffith, Big 10 Athetic Commissioner, defended the commercialism of pro baseball, pointing out that commercialism isn't bad, and that if you stop to think of it, the churches, schools and colleges are commercial. Big 10 football conference now has a reported deal on for the sponsorship of its, gridiron tusless this coming season at a sum understood to be \$150,000.

\$150,000.

In a special meeting with i own list of announcers, Socony stressed the relationship with the individual gasoline dealers and is planning a widespread merchandising campaign to hook in with the baseball broadcasts this season.

well on Serial

Dorothy Lowell, from legit, this week assumes lead role in 'Our Gal Sunday,' script serial riding Mondays through Fridays over CBS for Edna Wallace Hopper cosmetics,

Evelyn Abbott is dropping off pro-

Barnum Turns Over

Kansas City, April 13. Showmanship got a kick in the pants last week by a local station's announcer. Station had the pants iast week by a locked to a station's announcer. Station had a mike set up at an intersection. Cops and announcer. stopped cars and guizzed drivers on safety rules. Drivers answered gueries on what they would do to avoid accidents and what they would do if they had one. During one such verbal combat a couple of cars collided near the mike. Crash went out over the mike.

Announcer, thereupon, told his audience there had been an accident so he was returning hem to the main studio. Audience read about the crash in the newspapers.

JELLOITES ABROAD AS A UNIT-BUT JUST VACASH

Hollywood, April 13, Jack Benny and Mary Livingstone are going abroad at the conclusion of his Paramount niceros and Models

Th. They're gifting their radio writers Eddie Beloin and Bill Morrow, with assage to go along with them

Haves Signing Self Off As Richfield Reporter

Los Angeles, April 13.

Sam Hayes, ichfield Reporter for past six years on KFI, checks off the petrol outift's payroll at end of the month after officiating at nearly 1,900 news broadcasts. Job pays around \$350 a week with another century tossed in by Richfield for a rewriter of the United Press dispatches

patches.

Auditions are now in progress for a successor to Hayes. Reported that Richfield account goes over to Hixson-O'Donell May 1 after many years with H. C. Bernsten.

Hoboes Make the Grade

Jerry Hoekstra of KMOX's special events dept., fed a 15 min. program to the CBS network from the 'Hobo Jungle Camp' in St. Louis. Occasion was the opening of the 29th annual convention of Hoboss of America. More than 3,000 'members' attended.

Broadcast in the Broadcast in the Broadcast in the Broadcast in the Camp' in the Camp'

tended. Broadcast included informal inter-

Hanrahan, After 5-Wks., Lets Out W. A. Clark in WCPO, Cincy, Shake-Up

Cincinnati, April 13.

Cincinnati, April 13.

Letting out of William A. Clark as station manager is part of a general shake-up on WOPO. Voice of the Cincinnati Post, engineered last week by James Hanrahan, general manager of the Continental Radio Corp., broadcasting division of the Scripps-Howard newspaper chain. Clark became head of the station in 1930, when it was WFBE.

Hanrahan has been in town for five weeks. His revamping order puts Bill Kirkendale, former Cleveland advertising agency man, in as production manager, succeeding Robert Bentley, ex-dramatic actor and a six-year man with WCPO, who will handle several commercial shows weekly and double as announcer.

nouncer.

George Hart, lately of the WLW
engineering staff, is new sales promotion manager. Jeff Dickerson,
who a few years since was a judge
in Wichita, Kan., and served as a
columnist for a paper there, has been
made head of the continuity department.

made head of the continuity department.

John Breakhill, recently with Continental's WNOX in Knoxville, Tenn., has been brought on as publicity director. Jack Rieman, lately secretary to Hanrahan, joins the continuity department. John Patrick Smith, who was secretary to Carl Bickell, then president of Continental, is on the sales staff. James Knox, a former Scripps-Howard man Washington, is another addition to the sales crew. Kenneth Beghold, formerly with a Detroit station, is a new announcer. Three more announcers are due in from Chicago this week to join the lineup of mikers.

Faul Thiel and Joe Harding, announcers, were let out. George Case, announcer, moves over to continuity. Frank Swygart, announcer, transfers to production.

PETRILLO LAW ECHO IN SAN FRANCISCO

San Francisco, April 13.

Disc theme music used on the Duart Sales Co. 'Passing Parade' shows over the NBC-Red web has been replaced by live talent, as a result of a recent ruting of the Chicago Federation of Musicians requiring as many standby musicians as are used in the recordings.

Rather than pay the musicians without using them, Duart dropped the discs in fayor of the Beaux Arts Trio, NBC instrumentalists. 'Passing Parade,' featuring John Neshit, is released in Chicago on Mondays and Tuesdays.

Laborers Return to Work

Cincinnati, April 13.
Commodore L. B. Wilson has left his yacht in Florida waters and is back at the helm of WCKY, Ci

view with much-interviewed, pul-man-traveling Jeff Davis, 'King of the Hoboes.'

Jungle' located on the levee of the Mississippi under the Eads Bridge.

Florida.

WCAU Farms Out Announcers To Small Town Stations For Experience; Rap at 'Schools'

iladelphi . April 13. WCAU copping a leaf from bigleague baseball to solve one of greatest problems of program directors in major stations—getting announcers Accordi to tan Lee Broza evolver of the new brighti ditions thousands of would-be gab bers annually WCAU and finds many with voice quality, but few with experience demanded by the

station.

To solve the problem, he has made arrangements with a group of small outlets within 40-mile radius of Philly to place on their staffs all the good prospects. WCAU retains an option on their services. Being placed with one of the farm stations doesn't give apprentice guarantee of subsequently getting WCAU gabbing post, but he can't later take any

WCAU gives the okay. Thi

other, okay,

Thi new plan, roza told
VARIETY, 'should give small station
the advantage of getting better announcer material than is generally
produced by local auditions. It will
also weed out the fly-by-night men
who are looking for an announcing
post as a fill-in job, and also those
swho take the position for the thrill
of airing their voices. The basic
background "ecessary to develop announcers is experience in small stations, as the larger units today cannot devote the necessary time to develop voices.

New plan should also be a smack
at racket radio schools taking students for announcer-training with
knowledge there is practically no
chance of their getting a job. WCAU
farm station gabbing posts paying
about \$20.a week.

Good Summer Outlook

Both NBC and Columbia expect to run at least 20% better in gross time sales this summer than they did last year, while spot business is figured to top last year's billings by anywhere from 25 to 35%. Broadcasting had until the past week been leery about the summer look because of the jittery feeling produced in industry by the epidemic of strikes but the steady inflow of renewals and new orders has removed doubts all around.

More major accounts than ever are holding on to their network spots through the warm spell. Not only do they want to protect their choice time for the fall return but they realize that by staying on they can avoid payment of the increased rates. In the case of NBC the boost for current customers doesn't take effect until Dec. 15, and as concerns Columbi , 17 days later, Holding on also involves a saving of the 25% discount.

One of the smajor buyers of web facilities that will stick it out on NBC for the summer is Packard. It hasn't picked a program to replace the present Fred Astaire-Charles Butterworth. Some angling for the spot has been done with Paul Whiteman, but the main barrier has been terms. Columbia is figuring on the Lucky Strike day-time series with Edwin C. Hill to fatten the summer intake in a big way. It will also have the two Ford half-hour periods during this stretch to make comparisons with last year favorable.

In the spot field the big summer accounts this year will include Certo, Brown & Williamson tobacco products, Gulf Spray, Spry, Crystal White, and Crisco.

CBS Sums Up for Summer Radio Using New Data on Habits, Sets

FLOOD MEDAL FOR WHAS

Reversely Louisville Station Issuin Certificates

Louisville, April 13.

A special broadcast, at which WHAS will be presented with a medal in appreciation of that station's outstanding relief work throughout the recent flood disaster is now being formulated by CBS production heeds. Two represents A special WHAS will

throughout the recent hood disaster, is now being formulated by CBS production heads. Two representatives of the network were recently in Louisville for the purpose of interviewing persons who performed an important part in rescue work and other activities, and gathering data for the airing. Close cooperation between Stations WSM, Nashville, and WHAS, Louisville, during recent flood disaster, will take form of a permanent record. Stations are working together to compile a list of stations which aided by rebroadcasting flood bulletias well as those which offered help during the emergency.

offered help during the emergency.

Lee Coulson, commercial manager of WHAS, has list of some 200 stations which were part of the hastily assembled Volunteer Inter-City Network, but in order not to overlook any stations, small or large, which may have rebroadcast the messages, is anxious to hear from all broadcasters who played a part in relaying the flood bulletins.

Large certificates will be headed by biblical quotation, 'Inasmuch as You have done it unto the least of these,' and following will be names of station officials participating in the emergency broadcasts.

WHAS RENEWS WITH CBS

Automatic Extension Gets Super-Power

WHAS, Louisville, and Columbia have tied up on another five-year agreement. Deal provides that in the event the station within this fiveune event the station within this five-year period gets a boost from 50,000 to to 500,000 waits the contract is auto-matically extended for five years. Latter term would start from the day the 500-kilowatter went into operation.

operation.

Application for 500,000 watts was filed by WHAS with the Federal Communication Commission several months ago.

issling's Tough Siege

issling's Tough Siege
Schenectady, April 13.
Robert Rissling, WGY barttoneamouncer, who made a game right
since early fall to remain on duty
despite a pain-wracking illness, was
forced to go away last week for hospitalization. isr suffered from a
series of boils, one of which became
infected and put him i a Schenectady hosnital.

tady hospital.

For some time he worked heavily bandaged and under doctor's orders to avoid singing.

Ted Hanna Joins WGAR

Ted Hanna, Jons WGAR
Cleveland, April 13.
Ted Hanna has Joined newsgathering staff of WGAR, coming
over from Cleveland News.
Youth is nephew of Dan Hanna,
publisher of the News:

Columbia Broadcasting System has loaded its promotional gums ith ammunition to fire at 'old prejudices' against summer radio advertising. Summation of set-ownership figures and Daniel Starch listening tabs on summer audience hammers across argument that the heat span is not necessarily a time of shrinking circulation.

argument that the heat span is not necessarily a time of shrinking circulation.

Addition of 2,000,000 home sets in past year and the fact that 5,000,000 automobile radios are now installed is offered as offsets to summer holiday psychology. Moreover, in July, 1936, Starch fact-finders quizzed and found 70% of the sets of the nation (reckoned by extending sample percentages to apply to the total, of course) tuned in at some time during the days. CBS also has additional data that traces the actual hours devoted to listening.

Losses due to disturbance in family residence by reason of summer trips, etc., is neutralized, according to the new data, by (a) the auto radios; (b) the extra radios carried to and used in summer cottages, etc., and (c) the habit of people listening to hotel resort or other people's radios in the hot weather, when home habits are more fixed.

BANK NIGHT TAX IS NOT OLD GOLD THREAT

ittle Rock, Ark, April 13.
Attorney-General Holt held this week that awards in a contest sponsored by cigaret manufacturers (Old Gold) are not taxable under Act 328 of 1937.
Recent legislature legalized and placed a tax on theatre bank nights and certain. similar advertising schemes.

Sears-Roebuck Tries Out Yiddish Program on WDAS

Yiddish Program on WDAS
Philadelphia, April 13.
Sears-Roebuck is experimenting here with first foreign language program it is presenting anywhere in country. Has bought 15 minutes daily except Sunday on WDAS. Nathan Fleisher, former ed of Jewish World, comprises show. He will gab in Yiddish on day's events. If successful, company may try other languages.
Sears made some tests last year with foreign language blurbs on WRAX and WDAS, which led to present experiment. Placed through Lavenson Bureau, Philly.

Texaco Summer Lineup

Hollywood, April 13.
Texaco show will be stripped dow for the summer when Eddic Cantor takes his seasonal layoff. Comic will pick the talent and supervise production.
Program will revolve around Jimmy Wallington's emceeing and Jacques Renard's music. Igor Gorin checks off H'wood Hotel for solo spot and a bevy of femmes are being auditioned for the other vocal assignment Artie Auerback has been pencilied for a comedy routine.

COMEDY SONGS DISAPPEAR

KLS. Oakland, California, Creates Unique 'Radio Village'; Rents Stores

Oakland, Cal., April 13.

Unique in this neck of the woods and perhaps the entire country is the new KLS 'Radio Village,' officially opened Sat night (10).

A block and a half from the main business artery, the 250 watter took over the second floor of a large garage, converting it, into a miniature village, circling a court. Nine stores have been rented to merchants. Tie-up with the station is not required, however.

Public walks up a ramp lined ith showcases to the sandwich shop, beauty salon, fur shop, radio store, household furnishings, and electrical appliance shop and music studio. Automobiles are displayed in the center.

Station also has its own court, with small fishpond and garden. Two studios have 40 and 100-seat capacity.

Other quitets contributed talent

Two studios have 40 and 100-seat capacity.
Other outlets contributed talent dedicatory programs Sat, and evenings (10 and 11). An 11-piece ork was hired and Saul Sieff attached permanently a staff plainst. Hundreds crowded the studios Sunday.

Kansas City, April 13.
A 'Radio Center' is springing up here. When station KXBY occupy new quarters May 1, will be near WHB, KCMO, and KMBC.

OMAHA RADIO SCHOOL DRAWS FTC TSK-TSK

Washington, April 13.

Amateurs who think they would ike to become electrical engineers ia the mail-order route were warned last week by the Federal Trade Commission to beware of Wesleyan Diesel Service, Inc., of Omaha, which has been airing its prospectus for a correspondence course which will teach young men how to become experts Diesel engine work. engine work

engine work.

Squawk received by the Commish
led to the posting of a 20-day noice against the company, ivi it
time to file answer to the charges

against it. Outfit has advertising in Outn has advertising in newspapers, magazines, circulars and by radio, that promising young men will be picked for choice engineering jobs, Commish declared, all of which tends to 'deceive purchasers and divert business from competitors to the respondent.'

Four A's Radio Talks

Whatever discussions take place on Whatever discussions take place on the subject of radio during the three-day convention of the American Association of Advertising Agencies in White Sulphur Springs, W. Va., starting April 29, it will be strictly behind closed doors. Associati had not up to yesterday (Tuesday) completed the speakers list.

There will be the usual round-table on broadcasting the first after-noon of the meeting and also a nu-ber of speakers on radio at the guest

Lawrence, Reynolds Mending

Lawrence, Reynolds Mending
Earl Lawrence, arranger for the
Firestone Chorus, and Brad Reynolds, tenor ith the group, both
taken ith appendix trouble.
Reynolds was rushed to Doctors'
hospital April 3 from rehearsals.
Lawrence was taken to Medical Arts
two days later with same ailment.
Both doing well now.

WMCA Studio Accident
Dick Blayne, WMCA, N. Y., announcer, had 12 stitches sewn in his
face last Thursday (8), after plunging through a glass door while groping in darkness through the studios
at a late night hour.

Sewing did not cause mikeman to
miss any work.

Tearing a Commersh

Kenyon & Echhardt agency tossed a party Monday night (12) at the Waldorf-Astorla following initial East and Dumke broadcast locally over Station WJZ for Kellogg, Agency has a special budget from account which otherwise remains with N. W. Ayer,
Presence of N. W. Ayer employes and talent at the Kenyon & Eckhardt party inspired a wag to remark that the two agencies were sawing a sponsor in half.

WLW WIRE GROUP TO HUDDLE IN CINCY

Members of the WLW and Associated Stations project will have their first get-together tomorrow (Thursday), with the management of the Cincinnati 500-kilowatter acting as host. Ciney meeting will consist of exees and engineers from WHN, New York; WFIL, Philadelphia, and KQV, Pittsburgh. Either John L. Clark or Emanuel J. Rosenberg will represent the Transamerican Broadcasting & Television Corp., sales agent for the project, at the gathering.

agent for the processing.

Conferees will go over plans and arrange schedules for both commercial and sustaining broadcasts. Wire connecting up the group is set to go into operation this Sunday (18).

Herbert Pettey and Gordon Wind-ham will be on hand from WHN, while Roger Clipp and Donald Withycomb will comprise the WFIL delegation. WLW's gladhanding will be done by, William S. Hødges, vp.-gen. mgr., and Frank M. Smith, gen. sales mgr.

Pipe Griffin to Hub

John Griffin, tenor, last night (Tuesday) started a weekly quarter-hour series for Lipton's Tea, a Frank Presbrey account, over WNAC, Boston. Program is being piped from New York. Deal with WNAC is for a mi imum of 26 weeks. Other outlets will be added for the Gri in program from time to time.

ENTERTAINMENT

Radio Censorship Plus Lack of Exponents Killed Off the Humorous Ditty-Love Lyrics and Other Standard Stuff Has Elbowed Aside the Specialty

VAUDE ECHO

One element of pop music which has largely disappeared from the current market because of exploitation limitations is the comedy song. Even if a music publisher is interested in getting behind a ditty of this type he finds that there is hardly anybody in his top medium, radio, who rates as either an expert or receights in putting our recorder. specialist in putting over a comedy

Loss of vaudeville and musical comedy performers reflected in situation.

situation.

Another angle that has tended to discourage the publication of comedy songs involves the strict censorship exercised by the networks. No publisher would even think of relasing today a tune of the T G of co Sophie on the Sofa classification, unless he were content to leave it entirely to music counter catch-ascan.

No Exponents

No Exponents
Unlike the old days of vaudeville, there isn't a singer on the air who goes in for comedy numbers in a big way. None of the air comies with vocal abilities has seemed inclined to identify himself with this class of humor. Fred Waring, while he was on the network, made occasional use of comedy ditties, but his was a marked exception to the rule. Rudy Vallee is ever on the hunt for similar novelty song material.

Few tunes of comedy classification which have been on the market in the past few years are those which have been mainly inspired by some radio comie's often repeated gag line. Two cases in point were Vass You Dere, Sharile? and You Nasty Man,' neither of which got to first base either in air exploitation or sales. Jack Mills has one of this calibre riding right now. It's 'To-day I Am a Man,' a line which has found frequent use in the chatter of both Henry Youngman and Milton Berle. Latter number has been out several weeks but the breaks it has had on the air have made the song's outlook anything but encouraging. Few tunes of comedy classification

ONGE IMPORTANT | Public Domain Music Modernized By N. A. B. m Building Library

N.A.B. at Sherman

Washington, April 13. National Association of Broadcasters will hold annual convention in Chicago June 20-23.
Selection of date and of the Hotel Sherman, instead of Hotel tevens, as last year, made to

CERTAIN BAMBERGER RULES APPLY TO WOR

Before employes are hired at WOR, New York, they must submit to an exhaustive physical exam. Must quality, too, or else no job. Ruling goes for all persons on staff. Artists Bureau hirelings exempt. Exam. idea came over from Bamberger's Depart-ment Store, Newark, where is its pur-

ment Store, Newark, where is is pursued.

Incidentally, WOR workers can get discount on merchandise bought at Newark store, just as can store employes. If elothing or other materials are bought, and can qualify as something worn when working on station, broadcasting staff can get 20% off. On all other purchases, 10%. WOR staff, however, can get discounts on goods bought from Macy's, although that emporium is also owned by company operating Bamberger's and station.

Another advantage WOR folks enjoy is the free dental treatment they can get at Bamberger's, also medical attention for everything save bed-confined illnesses and operati

A. & P. Likes CBS Show

Atlantic & Pacific Stores may take over the complete sponsorship of the early a.m. program on WABC, New York, which features Phil New York, which features Phil Cook It started last Monday (5) or Cook. It started last Monday (5) on a sustaining basis, with the schedule giving it an hour every day in the week except Sunday.

Bill for time and talent, if the deal with the grocery chain goes through, will figure around \$400,000 on a yearly route.

on a yearly route.

other outlets will be added for the Grip of the Grip o

Washington, April 13.
Stamp of approval was set on National Broadcasting Association's public domain library last week after a one-hour audition staged by Edward J. Flizgerald, director of the Bureau of Copyrights, to, demonstrate progress in the building of an electrical transcription library based on indepen on indepen

on indepen
After listening to samples of the
180 selections—representing 10 hours
of music—already produced by NAB,
a motion to commend Fitzgerald and
his staff was unanimously adopted
by the association's directorate. Argangement and modernization of old
musical pieces is expected to reach
500 selections, or 25 hours, by June
1, NAB board was told, and some of
the already revamped numbers will
be offered to member transmitters
very shortly. very shortly.

100 Hours As Goal

100 Hours As Goal
utifit's decision, a year ago, to
build a library which will provide
100 hours of music, ill soon be
realized, copyright bureau believes,
and officials are heartened at the
success of their tunesters in pepping
up old numbers and re-styling them
into swing tunes and other modern
arrangements.

into swing tunes and other modern arrangements.

Bureau is hopling for the hearty approval of ASCAP, when their transcriptions are ready for distribution among broadcasters, since it hopes to still copyright pool's squawks against the industry for the so-called 'killing' of sheet music sales. Knob-twisters who have kicked about the use of phonograph records by radio transmitters also should be appeased, NAB believes. Distribution of 'new' tunes from the independent supply of music will

Distribution of hew tunes from the independent supply of music will begin in a month or two, officials, predicted, and a new corporation will be set up to handle business details concerning dealing out the transcriptions to members, definite proposals as to cost of materials, and so forth.

WM. MORRIS SETS GUEST DATES FOR 3 STARS

Roland Young guests tomorrow night (Thursday) on the Vallee show. Mitzi Green on the Schaefer Beer show Sunday (18), Grace George will do briefle dramatization from her stage show of some seasons ago, First
Mrs. Fraser, on Kute Smith program April 22.
Sam Weisbord, of the William
Morris office, set the deals,

Young & Rubicam Stickers And Quitters During Heat

And Quitters During Heat
Young & Rubicam will have four
shows running on the networks this
summer. Ed Wynn goes off the
Spud payroll May & and Sloopnagle
and Budd call it quits for Tapioca
(General Foods) May 16. Phil Lord
will wash up for Caliumet baking
powder a few weeks later,
accounts that are slated to
stay on the air through the warm
spell but with changes in their
salent alignments Gulf Oil,
Bristol-Myers, Packar
There is also the
Nuts (6

'Plainsman' for Lux

Hollywood Hollywood,
C. DeMille is doing to
adaptation of the Plains: a
Lux broadcast in Ju
the picture at Paramount,
Gary Cooper and Jean Arthur mayrepeat their pictur
tor the aired version.

Bing Crosby's Spokane Date

Bing Crosby ill bring Bo and his entire io sho one week around hext Sept. Will make an appearance at the Conzaga-Washington State college football Bing

Wattage Tax Proposal Due to Come Up; Fiscal Year Vs. Six Months License

April 13. Washi wattage tax

dustry nearly \$7,000,000 annually on basis of present power allotments. will be proposed in Congress within a few days. ill slated for introduc-tion by Congressman John Boylan of New York was revealed today (Tuesday)

Commended by Internal Revenue Bureau experts, the measure will impose a sli ing scale of fees to carry out the idea often suggested in the past by members of Congress who think the industry should pay the eosts of regulation as well as a fee for the privilege of using a natural resource. Legislation was drafted by Federal Communications Commissioner George Henry Payne.

How far such a proposition will get this year in Congress is problematical. Support of the Treasury Department unit may help overcome

eustomary legislative apathy as well

eustomary legislative apathy as well as anticipated industry opposition.

Bur would be imposed upon the 'operator,' rather than the license-holder or station owner. This means networks will be soaked the bulk of the levy, inasmuch as 97% of the night power is allotted to web stations. Government transmitters, and legitimate non-profit operators, would be exempt.

Under the measure, the tax would be collected July 1, the start of the fiscal year, on an annual basis, even though licenses run only for six montus. In event Commish failed to months. In event Commiss rated to renew a franchise, there would be a pay accor ing proportionate refund for the balance of the year, but no repayment would apply i case of revocation. Internal Revenue Burea objected to the idea of semi-annual fees payable upon issuance of the licenses, in over two year

view of the amount of clerical work involved and the fact that currently all special taxes fall due on the same date.

Scale proposed by Payne starts at \$1 per wall up to 1 kw, jumps to \$2 between 1 kw an 10 kw, and reaches maximum of \$3 over 10 kw. Considering present power distribu-tion, this would yield \$6,946,000, fig-uring WLW's existin ment of 500 kw.

500 kw.
Measur is designed to benefit locals: ides putti the lowest tap on small stations, Payne's idea would impose only a pro-trata levy on pair-lime stations. Broadcasters operating if ited hours would pay accor ing to the ratio between their time and 24 hours.

Penalty provision is heavy. Industry members failing to ante up would be subject to maximum fines of \$1,000 and imprisonment of not

Literati Meets Radio, and Vice Versa, As Columbia Makes Air Safe for Poets

By WOLFE KAUFMAN

By WOLFE KAUFMAN
Radio and literati met each other
half way—in one of New York's big
armories—Sunday night and both of
hem made believe they liked it.
Occasion was the broadcasting for
the first time of a poetic drama, The
all of the City by Archibald MacLeish by the Columbi. Workshop,
and everyone was quite sure it was
auspicious and noble and important occasion.

rtant occasion.

rom a radio standpoint it was an
several ways. It rom a radio standpoint it was an experiment in several ways. It was not only the first poetic drama written directly for radio—and by a Pulitzer Prize winner, mind you—ut it called forth the use of several broadcast innovations. From a literatic standpoint—well, if it goes, it might nean a poet can yet reach the point where he can earn a living by writing poetry.

ing poetry.

An armory at 65th St. and Park Ave. (the Park Ave. address made it okay for the socialities) was used for the occasion because of some ideas which Irving Reis, director of the Columbia Workshop, has, Play as the title indicates calls for room and action and is supposed to take place in a public square. While this could be done okay in a studio, Rois' idea was that the reverberating cchees of a large auditorium would give that outdoor effect.

CBS quite obviously took the pro-

outdoor effect.

CBS quite obviously took the proram very much to heart and went
whole hog on spending (there were
bout 150 persons in the cast alone;
not bad for a sustaining) but enough
is enough. So as the crowd of 130
extras made its noises and speeches
his was caught on dise and shot
back to several loud speakers in far
distant corners of the mammoth hall,
intensifying and heightening the
ound several times to make it seem
like thousands.

Leads were handled by Orson Welles, Burgess Meredith, House Jamison, Adelaide Klein, Edgar Stehli, Carlcton Young, Dwight Welst, Brandon Peters, Dan Davies, Guy Repp, William Pringle, Karl Swenson and Kenneth Delmar, all

Four Irectors
And four regular CBS staff directors collabed on putting on the
thow, Beis was in charge of the general production, Brewster Morgan
worked on the script Bill Robeson
'andied the mob scenes and Earl
teGill, station's casting director, ran
back and forth between 'em all—
trying hard to avoid tripping over
the voluminous wires.

the voluminous wires.

As to whether all the action and hectic activity meant anything—no one in the auditorium, watching the complicated mechanics of sending the program out—could tell. But specially gathered together in one if Paley's own rooms (quiet, pleasel) in CBS headquarters were more together the program of the pale in the

Fine and

Fine and
Max Wylie, the CBS special events
ent, was in charge here and kept
lings moving in sprightly fashion,
suring all the poets that radio is
is addy and willing to welcome with
one arms anything that is fine and
bele. It doesn't matter whether the
ineral public goes for it; there is
i om in life for the finer things.
Listened to, the program was just;
bout what might be expected; interting to a few, exciting to a smaller
w, a hopeless jumble probably to
the masses. Productionally it sounded
sry exciting, even to the average
unkey-dunk layman, but whether
to restrict the masses,
when the state of the special control of the specia

ALFRED E. SMITH, Dramatization 30 Mins.
TRUE DETECTIVE MAGAZINE
Tuesday, 9:30 p.m.
WOR-Mutual, New York

Taesday, 9:39 p.m.

WOR-Mutual, New York.

WOR-Mutual, New York.

MacPadden publications bankrolls this series for True Detective Mystery a program entitled 'Alfred E. Smith, T., Blackmailed.' Dramatization' of story in current issue, based on the recent shakedown case. Both Al Smith and Al, Jr., were portrayed on the broadcast. New York District Attorney William Copeland Dodge, who prosecuted the case, also was portrayed in the dramatization and spoke in person at the close the company of the co

knew nothing of it until the, next day and then intended 'looking into it.'

Broadcast itself was of the lurid, Sunday-feature type stuff dished up with beaucoup pressure on the tremo peeds. The peeds of the case of the peeds of the peeds

ERIC ROLS Novelty 5 Mins. BOYAL GELATINE

B MIRA.

BOYAL GELATINE
Thurnday, 8 p.m.

WEAF-NBC, New Yerk
WEAF-NBC, New Yerk
WEAF-NBC, New Yerk
WEAF-NBC, New Yerk
MIS hobby being sounds, Eric Rols
maintains that noises express certain
persons and sets out on his airto hook up various well knowns to
to hook up various sell knowns
to hounds made by sawing wood, selter
bottle, wireless messaging, parrots,
opening of bottle, tupboat, bass fiddle,
etc. It's different for the sky waves
and diverting.

A wireless message suggests Boake
Carter to Rols, while a parrot can
resemble a human voice—or viceversa. A bass fiddle reminds Rols of.
Charles Laughton and he does very
prief bits of Carter and Laughton
to emphasize his point. Char.

PATRICIA SHELDON
Market Basket
15 Mins.—Local
Daily, 2:15 a.m.
WGX, Scheneciady.
Patricia Sheldon (Smith) who left
WGY in 1935 for marriage, has returned to deliver the morning Market Basket. It is a combination of
recipes and household advice with
direct advertising on products of
participating concerns (three to each
salvo). Quite a spieling job, but
Miss Sheldon has the lung power to
keep words flowing in a steady
stream.

keep words flowing in a steady stream.

There might be a criticism that the current is too fast for a householder broadcast, where the movement is usually slowed down for note takers. Miss Sheldon's style is chatty, with a little too much bunching and clipping of words. Her voice is pleasant and her menu talks authentic. Advertising, lengthy, deals with dog tood (Thrivo), macaroni (Mueller's), etc.

BILL KENNEDY
Sports Review
15 'Mins.—Local
TWENTY GRAND CIGARETTES
Daily, 6:45 p.m.
WWJ. Detroit
Bill Kennedy's new daily stint
covers all phases of the sport business, plus short sketches of players.
Has good voice and stuff is handled
interestingly.
Also blurbs the commercials, short
and sandwiched nicely into whorts
dope.

Pete.

LOUIS ARMSTRONG ORCHESTRA With Eddle Green, Gee Gee James Negro Revue 30 Mins. FLEISCHMANN YEAST Friday, 9 p.m. WJZ-NBC, New York

Watever else this program may hereafter achieve in following, reputation, popularity rating or sales recorded the control of t

LEE CHILDS With Dei Delbridge, John Stinson Songs, Music

LEE CHILDS

With Del Debridge, John Stinson
Songs, Music
15 Mins.
COMMONWEALTH COMMERCIAL
STATE BANK
Built, 4:39 p.m.
CRLW, Detay and aired over several N. Y. Atationne on the commercial state of th

BURNS and ALLEN With Dick Foran, Ray Nobic erc, Comedy, Songs, Band 30 Mins. GRAPE NUTS Mon., 8 p. m. WEAF-NBC, New York

GRAPE NUTS

GRAPE D. Im.

(Young & Rubicam)

General. Foods is an advertiser with a par medic of control of the received of th

FRANK ESCHEN Sport Cast 10 Mins.—Lecal 20 GRAND Daily, 6:45 p.m. KSD, St. Louis

28 GRAND
Daily, 645 p.m.
KSD, St. Louis
Here is an informative sports program containing feature yarns of stars in sportsdom and delivered in an entertaining and breezy style by frank Eschen; top announcer of KSD. After a refreshingly short commercial about Twenty Grand cigarettes, chief, product of, sponsor, Eschen lauinches into his sports dissertation with gusto. Proadcast caught detailed a victory of Rogers Hornsby's Browns over Chicago. Club at the Browns training camp club at the Browns training camp chief the victory especially, pleasing to St. Louis fans with a snappy detail of the highlights, indicating he knows all about sports and all the modern slang with which sports stories are embellished.

Another short commercial follows opening spiel and then Eschen continues with a review of the National A. A. U. boxing tournament at the Coliseum the night previous. Action of fans tossing pop bottles and other missies at referre, still in the ring of the story of

HENRY HULL Dramatic Sketch 12 Mins. ROYAL GELATINE

responsible to the content of the property of

THE FIRST OFFENDER

"THE FIRST OFFENDER"
With Sheriff J. Edward Slavi,
James Milne, Jeanne Poll, Louise
De Maris, Sherman Relily, Lois
McLean, Ray McGrath, Carl Goodman, Don Abels, C. Stuart Aggett,
Frank Adams; Frederick Thurston
Brank Adams; Frederick Thurston
Brank Adams; Frederick Thurston
Brank Adams; Regional
Sustaining Sumday, 5:39 p.m.
WELI, New Haven
"Everything bere but a spanion."

Sustaining
Sunday, 5:39 p.m.
WELI, New Haven

"Everything here but a sponsor, and that, in light of popularity or program, isn't improbable. Merges civic service and showmanship. Responsible are J. Edward, Slavin, sheriff of New Haven county, and his deputy, Simon M. Hugo, who happens to know radio drama writing as well as law enforcing. I have a sponsor of the service and program of the service and sponsor of the service and is carried out by sale tessons as well as talks by Slavin. Actual case in sheriff's records adapted to air format, with a certain amount of fiction and necessary anonymity of principals, by Hugo and performed by WELI Players, troupe of studiologists proved versaftie enough to maintain effectiveness. Actors are called upon to interest of the service of th

Southern New Engining and Long Island.
Show originated at WELI, New Haven, and made such a dent that it was later relayed to WINE, New Haven, and Couple of Sunda, Sague WOP, Boston; and WSPR, apringfield, were added to the specia circle, were added to the specia circle. James Milne, WELI manager, announces and stresses it's copyright.

VITYA VRONSKY and VICTOR BABIN Plane Due SPUD Saturday; 8 p.m. WJZ, New York

Seturday, 8 p.m.

WJZ, New York

'(Young & Rubicam)

Strange brand of showmanship in this guest appearance of Vitya Vronsky and Victor Babin on Ed Wynn's Saturday evening shot over NBC Blue for Spud Cigarettes. Strange because the way the visitors were acteristically and the strange of the

funny comedy. It merely proved the Vronsky-Babin combo isn't hot for laughs.

In the one composition actually played, Study in F for Two Pianos. The two pushed says impressive nuisic over the kilos ove

Follow-Up Comment

Jack Oakie college (Camels) tends to be a dull show. It lacks cohesto be a dull show in the state of the lacks of the la

Helen Gleason singly and with Joseph Schmidt. lifted up the General Books someter 68 p.m. EST on the Series Sunday. Her 'La Boheme' and the series sunday. Her 'La Boheme' series bunday. Her 'La Boheme' series bunday. Her 'La Boheme' seventing operatio finesse and the sweet quality of her voice. Schmidt is rather higher than the average tenor heard on radio, but has lots of professional background implicit in his performance.

Milion Berle had some tough sleding the first portion of his Sunday
nite Community Sing session. It was
bit of an omelet the way his gags
just laid to the way his gags
just laid to the session of those hit 'n' miss sessions
which apparently must fall to the
lot of every funster.

lot of every funster.

Burt McMurthe-Geraldine Garrick show (WMCA, New York) about rackets ranges from good to bad in continuity. The diamond ring incident in a hotel was unintelligible because most people would not suppose that a racketeer could collect damages on the faked loss of a non-existent ring down a water drain. That wouldn't seem to be the hotel's responsibility. If the law has held otherwise in decisions, this should have been brought out. This incident was left dangling. Some question, too, about the use of a police dent was left dangling. Some question, too, about the use of a police bulletin style of warning on salesmen for Japanese electric bulbs. Granting that these are notorious for inferior. Quality the control of the converts salesmer into criminals with police descriptions of their persons.

"Chin Golf Derby" motivation did

criminals with police descriptions of their persons.

'Chin Golf Derby' motivation did not, make itself evident until the thal minute of the quarter-hour special events session. In that last minute mention was made of an appearance of the minute mention was made of an appearance of the minute mention was made of an account of this same name on its current list.

Program had all the earmarks of the mental vaporings which attend the approach of spring. It was sophomore fun, but without point, and the chances are that it forced sinckers, if not blushes of embarrassment, from alumni listeners of the college represented the continued of the first Eastern Intercollegiate Chin Golf Derby Championship and reported the antics of seven undergraduates as they raced to skim their pans of hirsuit stubble. There were penalties for slashes and for nitches. Delegates from the Paradise Restaurant's chorus were and of the count each college boy's the the WOR street, which was a contracted to the count each college boy's the the WOR street, which have Driscoll, the announcer, hailed as a world's record. A newsreel camera, said Driscoll, was also there. It was a press agent job well done, even though its waggishness leaned far on the silly side.

Parkyakarkas pulled some pretty sickly comedy last broadcast or two for Rinso. Joisson mentioned Liverpool with a figurant commercial commercia

Tou should go on a diet, confirmed and the state of the s

Molasses 'n' January on last week's Maxwell. House show over WEAF apparently forgot that brevity is still the soul of it. In both their bits blackface pair drew il out too far. Notably in second stanza their jokes had worn thin long before they reached the payoff.

Rover Roy spirit of commercial radio, particularly among the socializing comedians, and even more so when the same and even more so when the same radio programs, asserted itself on Jack Benny's program with Burns and Allen as guesters. Considering that B. & A. on the horrow (Monday), were to switch over to Grape-Nuts; a new sponsor, over to Grape-Nuts; a new sponsor,

Bert Lytell presented his standby playlet of vaudeville days, 'The Valiant,' on Kate Smith's Bandwagon over CBS. Although it is rather long for a radio sketch—running time about 17 minutes—and brings the star to action in only two of the four scenes, 'The Valiant' still can grip via loudspeaker as well as on the stage, when performed by actors such as those heard last week. Lytell, who has a speaking voice comparing favorably with any floating across the ether waves, gave a splendid performance. The supporting players deserved but did not receive mention.

Stoopnagle and Budd are still slowing up their usually with Sunday afternoon programs with that afternoon programs with that the state of the state

Helen Broderlek-Victor Moore comedy combination continues to be victims of brutal scripting. In the 8 p.m. slot on Sunday (CBS) string of weak gags and dialogue, entirely unsuted for the 80 cere pair, clut unsuted for the 80 cere pair, clut where the company of the sems evident that some of the lines possessed the laughs if properly acented for air use. Idea of having an announcer whose voice sounds much the same as Buddy Rogers also doesn't help.
Whole program smacks of carelessness.

Ed Fitsgerald and his crew of funsters and entertainers are nicely spotted on the might period at 9:30 PM., WOR, N. Y. Has the customary singers and entertainers plus a generally above average band. But it is the original laugh material that makes the program. Last Thursday (8) he and his co-workers were in nice trim, collaborating for 30 minutes of trigger-quick fun.

were in nice trim, collaborating for 30 minutes of trigger-quick fun.

Kathryn Cravens is using an airplane: as well as her cream-colored pontiac to give Columbia listeners News Through a Woman's Eyes. See the seed of the columbia of the

Floyd Gibbons' freak parade for Colgate (Thursdays, CBS, 10 p.m.) is a lightweight production set-up that has two salaries, Gibbons and announcer Jean Paul King, and uses fill-in actors at fill-in pay for the main entertainment. Couple of \$20.00 per color of the main entertainment. Couple of \$20.00 per color of the main entertainment. Couple of \$20.00 per color of the main entertainment. Couple of \$20.00 per color of the main entertainment. Couple of \$20.00 per color of the main entertainment. Couple of \$20.00 per color of the main entertainment. Couple of the main entertainment was the main studio and wasn't terribly unusual. But that Ranson Jones legend was yanked up by his foot head downward by a hot-air balloon.

Show probably gets its share of listeners and has some emotional tension. At the small cost not bad formula. Announcements are heavy and frequent, but syllable-clear.

Samuel Shore with Henry Mitchell

La Follette. Overlooked many meaty angles, however, almost limiting his remarks to stating flock of large industrial outfits underwrite espionage systems, and deploring fact. Under might have made his talk a bit hair lifting. Henry Mitchell, baritone, sang 'Give Me One Hour' and 'O! Man River,' fore and aft Shore's spiel. Mixed chorus of unionists rolled program on and, off air with organization's rally song—which sounds much like that w. k. one the Boy Scouts treble.

Scouts treble:

rankie Basch, who has been standard at WMCA. New York, for years (first reviewed in 1932), is the roving reporter. She has certain assets: clear speech, a faculty for not hesitating and assurance in manner. However, interviewing some-body who knew Robert Irwin, missibody who knew Irwin the murder? or words to that general effect. Whereupon, and quite correctly, the publicity advisor of the somebody who knew Irwin stepped in and said, 'ixnay, lady, that's not for radio.' The publicity giv knew his radio better than did Miss Basch. It was a ghastly questances might havel cother circumstances might havel cother circumstances might havel cother circumstances might havel with the role of the resulting the press agents were what made her job unpleasant. They also help make her job possible.

Shep Fields makes good on that rippling thing. Hops into the pops with a rich measic of lively embelsions to the pops with a rich measic of lively embelsions up in like vein and property of the word of the population of the popu

much up to date.

Lamont DuPont, in a recent brief guester on the company's Cavalcade of America over CBS, diamagnerica of the company's Cavalcade in the public instantly associates his name. DuPont avoided the solemn, stuff-shirted, canonical manner which captains of industry frequently display on the air. Smart continuity requested in the regular fellow, impression which DuPont made, but a pleasant voice and a pliable approach helped, too. DuPont was the best of the three speakers heard, two being scientists.

He humorously remarked that it was the first time his firm' had permitted him to broadcast on its own that the company had shown good judgment to isteners to decide whether the company had shown good judgment in keeping him of or in allowing him to spiel. This was one of the few times in which a member of the DuPont family, since exposure to political fire, had been skillfully sold to the people.

Plerre de Lanux, foreign editor of Courrier des Etats-Unis, presents French news exchange on a 15-minute Sunday arternoon transausmit of the French news the French news of the French transausmit of the French transausmit of the French tradition of logical thinking to the point where he sounds to dogmatic. His command of English is perfect, although the accent is Gallic. Knowledge of the United States is apparently first-hand.

parently first-hand.

Nellie evell, on her return to an NBC blue band afternoon spot for the Neighbor Nell' program, after missing a broadcast due to illness, included a poem on fishing by her daughter. Walter Preston, then sang a bit by the same offspring which he announced he had set to music. Neighbor Nell' is a homey program, ideally suited to daytime radio. A play made for letters, the announcer offering to send listeners copies of Miss Revell's poems and suggesting that they write her about their problems.

ERNA SACK

mili-in actors at all in pay of the marked with the marked was authenticated by presence of woman in studio and wasn't terribly unusual. But that Ranson Jones legend was yanked up by his foot head downward by a hot-air balloon.

Show probably gets its share of listeners and has some emotional tension. At the small cost not bad formula Announcements are heavy and frequent, but syllable-clear.

Samuel Shore with Henry Mitchel and a mixed chorus presented and the standard of the standa

WALTER HUSTON
With Nan Sunderland, Fay Bainter,
Gregory Gay, John Caravan, Ceell
B. DeMille, Sidney Haward, Walter
Plunkla, Louis, Silver's Orch,
'Dodsworth'
60 Mins.
LUX

Bodsworth 69 Mins.

LUX Montay, \$ p. m.

Montay, \$ p. m.

Montay, \$ p. m.

WABC. (J. Walter Thompson)

One of the tip-top turnouts in the two years life of the Lux Radio Theracter. Uniformly fine cast finely projected a skillfully wrough air version of the Sidney Howard dramatization of the Sindey Howard dramatization of the Sindey Howard dramatization of the Sindey Howard and Howard Howard Howard Theracter when the sind of the Howard Howa

tion with Lewis in patterning the play.
Walter Plunkin, costumer for forthcoming 'Gone with Wind' illm, spoke chiefly in behalf of product, but was tied in with program in that Howard is helping hew the flicker adaptation of the Margaret Mitchell Common of the Margaret Margaret Mitchell Common of the Margaret Margaret Margaret Margaret Margaret Margaret Mitchell Common of the Margaret Mar

LAURITZ MELCHIOR

Songs
ECA

Sunday, 2 p.m.
WJZ, New York

Lauritz Melchior, top tenor of the
Metropolitan Opera's German wing
and, with Kirsten Flagstad, the reasesson out of the sunday of the sesson out of

EAST and DUMKE

EAST and DUMKE
Chatter, Songs.
15 Mins.—
15 Mins.—
18 LLOGG
MW-F: 745 p. m.
WIZ, New York
(Kenyon & Eckhardt)
Rolly-poly Eddie and pudgy-widgy.
Rolly-poly Eddie and pudgy-widgy.
Ralph, the double truck of broadcasting, have been reviewed so frequently in the past in these columns
that all that is necessary is to add a
postscript.
April 12, 1937—Began special. New
Tork barket leest Popram bver WIZ
Tork barket leest Popram ver WIZ
Tork barket of & Tork barket leest
to have been treviewed to add
the harmony singing (rather more
the kiddies have added the lunatic
situation of pretending not to want a
sponsor. Instead of regular commercials the blurbing for the cereal
is delivered by a fellow who wants
to sign up Eddie and Ralph for Kellogg's, but the latter—nuts—say, not
thanks, the brofer to remain sussustants, the brofer to remain susthanks, the brofer to remain susthanks, the brofer to remain susthanks, the brofer to remain susthanks the profer to the commersh and
with Tadio copy pretty stereotyped
novelty is always welcome. This
twist was a cute thought. Breezy,
homefolksy style of Eddie and Ralph
on top- of it should do okay. Land,

GRETTA PALMER

GRETTA PALMER
Commentator
15 Mins.
WALKER GORDON MILK
Wed-Frl., 1 p.m.
WOR, New York
(Young & Rubicam)
Newspaper and magazine writer,
Gretta Palmer is popoling at the
urban femmes for Walker GordonMilk. Using news as the starting
squn, she serves up comments and
tabloid yarns leaving toward lady
interest.

tabloid yarns leaung toward interest.

Stuff is well chosen and the writing is both clear and vivid. Delivery, is fair enough, being minus the annoying "preciousness" characteristic of most women spielers, Sly, light humor through broadcast is unusually engaging.

Commercials are lengthy. Hobe.

Marion Barton, a former MGM dancer, does a daily chore of Hollywood gossip and film reviews over WCOL, Columbus. She subbed for husband, Bob Seal, during an illness, and hung on to the program after he recovered.

Bill Seymour, brother of Ann of Grand Hotel series, new continuity writer for WKRC, Cincinnati.

LORD GODFREY ELTON

Sustaining
Thursday, 8:30 p.m.
WIZ-NBC, New York
Another of those free ballyhoo for
tourist trade talks U. S. networks
delight in giving Britishers to plug
the Coronation. Lord Eiton, lecturer
of Modern Hetory at Oxford, shartof Modern Hetory at Oxford, sharttwas that a Yankee John Dee would
have a good and memorable time at
the crowning, and to establish fact,
His Lordship cited things that an
Americ might do abroad, and see and
enjoy.

ner wasn't precisely interest by ing.

NBC is using crested Englishmen, who happen to be in the U. S. at the time, for the Coronation bally-hoo. CBS is picking up short-way spiels, wafted across by the British Broadcasting Co. for its share of the publicizing.

Broadcasting Co. for its share of the publicizing.

MIRIAM HOPKINS
With Louis Hayward,
Paul Guilfoyle
'The Woman I Love'
CAMPBELL'S SOUP
Friday 9 n.m.

With Louis Hayward,
Faul Gulleyle
The Woman I Love'
CAMPRELI'S SOUP
Friday, 9 p.m.
WABC. F. Wollis Armstrong)
Condensation of a screenplay into
minister, strictly by presentiation
in disjointed scenes, cannot help but
react unfavorably to the finished
product. In effect, 'this airing of
Miriam Hopkins' RKO. starrer. The
Woman I Love, was much like an
overlong trailer in a theatre—the
type of plug which by the certification
and the strict of the strict of the
type of plug which by the certification
in the airing of a musical, the fine
type of plug which by the certification
in the airing of a musical the film
company at least has the hopes that
its songs will catch on. But in broadcasting a straight dramatic effort, all
the picture company does is tip the
plot, which may not be strong
enough to stand up under such
strong publicity, and present the
him players under the natural hanhim players under the plot,
without
hop-skip-and-timp play without
hop-skip-and-timp play without
hop-skip-and-timp play
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hop-skip-and-timp play
without
hop-skip-and-timp play
without
hop-skip-and-timp

DUDLEY DIGGES, SARA

DUDLEY DIGGES, SARA
GOD
With William Barry
Dramatization
RCA
Sunday, 2 p.m.
WIZ, New York
Leading players in two curr
Theatre Guild shows, former
'Masque of Kings' and latter in
'Storm Over Patsy,' Dudley Digges
and Sara Allgood socked over funny
comedy sketch on last Sunday's (11)
Magic Key program over WJZ and
the NBC Blue network.
Adaptation of James Stevens' A
Lover Who Lost was capably scripted and, a: played by Digges, Miss
Allgood, with William Barry in
motion of the stevens' and the s

JAN SAVITT'S ORCH.

30 Mins.
Sustainer
Sustainer
10:30 p.m.
WEAF-NBC, New York
Savitt has through the last year
been tightening his grip on Philly
till it has almost become a stranglehold on the Guakers' affections. Deservedly. NBC is treating the crew
to a web wufting from NBC-owned
KYW.

Band plays 'em sweet or scorrchy.

Band plays 'em sweet or scorchy.

Band plays 'em sweet or scorchy.

Announcer acting as narrator for crisp, concisive word-pictures of the poised times, introd in groups. One unfortunate angle is that the style of presentation has 'recluded naming the femme and male singers, and pair are good, ice stuff.



with an Eye Paramount gi



"Internes Can't Take Money" has . . . ROMANCE

It has young love ... the yearning of the one man for the one woman. It has the kind of romance that is understood, appreciated and understood, appreciated and theilled to by the millions who live, thrilled to by the millions who live, thrilled and have their being in breathe and have their being in the very backgrounds and the very scenes that make this picture document from real life itself.



"Internes Can't Take Money" has...HOSPITAL BACKGROUNDS

Much of the dramatic action in this dynamic picture takes place in a hospital. Not familiar and stereotyped scenes, but an hitherto undramatized phase of the life of the hospital interne, the temptathe hospital interne, the temptations to which he is subjected, the sacrifices he is called upon to make in order to stick to his ideals.



"Internes Can't Take Money" has..UNDERWORLD BACKGROUNDS

Action outside the hospital brings in the underworld and many colorful underworld characters. Here, too, originality of plot and freshtoo, originality of plot and the actions of a kingpin racketeer who is called upon to pay off a debt of honor.



o the BOX OFFICE! es you "INTERNES CAN'T TAKE MONEY"



"Internes Can't Take Money" has . . . MOTHER LOVE

Poignant, sincere, heart-tugging scenes that portray a young mother's search for the child that mother's search for the child that has been taken from her. Scenes that grip as they show the heights that grip as they show the heights to which she rises when called upon to sacrifice everything that reto sacrifice everything that respectable women hold on to in spectable women hold on to get her child back.



"Internes Can't Take Money" has . . . SUSPENSE

Scene after scene, cleverly directed, superbly played by stars who get every bit of emotional and physical value out of their roles. Physical value out of their roles will live long in the Scenes that will live long in the memory the whole worked up to a gripping and affecting up to a gripping and affecting climax that will leave audiences emotionally limp.



"Internes Can't Take Money has . . . SUPERB ACTING

A new Barbara Stanwyck, aided by a story that gives real opportunity to her talents. Joel McCrea adds to his stature as a leading and the stature and Stanley man. Lloyd Nolan and Stanley Ridges in crisp underworld roles make dynamic every scene in which they appear. Perfect direction by Alfred Santell.

Barbara Stanwyck and Joel McCrea in "INTERNES CAN'T TAKE MONEY"

with LLOYD NOLAN, Stanley Ridges, Priscilla Lawson, Nick Lukats. A Paramount Picture. Directed by Alfred Santell



NETWORK SPONSORS

WEEK OF APRIL 14-20

(ALL TIME EST)

Commercial programs are listed alphabetically under the adver-user's corporate name. Asterisk indicates advertising agency han-ling program.

Where sponsor has more than one network program they are listed consecutively.

All time is P. M.

Abbreviations: SU (Sunday); M (Monday); TU Tuesday); W (Wednesday); TH (Thursday); F (Friday); (Saturday).

NATIONAL

Red-WEAF

bie-WJZ

(Stand, Brands)

8 p.m. Su-Red

Do You Want t
Be An Actor?
Haven MacQuarris

J. W. Thompson

(P. & (i.) 11:15 a.m.-Dally-Blue \$:45 p.m.-M to Th

Red Personal Column of the Air *Compton

CARNATION 10 p.m.-31-Red arnation Con-CARNATION
10 p.m.-M-Red
Carnation Contented
Doring Sis
Vivian Della Chie
Frank Black Orc Ed McConnell Irma Glen Palmer Clark Ord PH. H. McDonald ALKA SELTZER CHASE &

(Miles Labs)
9 p.m.-Sa-Blue
National Barn Dance'
7:15-M-W-F-Red
Incle Ezra's
ladio Station'

ALLEGHANT
STEEL
115-F-Bine
'Btainless Show.
Ford Bond
Jenoph Stopak Ore
FWalker & Downing
AMERICAN CAN
9 pm.-Tu-Bine
Ben Bernick - Rose

AMER. RADIATO Firebide Recitals Bigurd Nilssen Helen Marshall Frank St. Leger Blaker Advt. AMER. TOBACCI

ANACIN

(Am. Home Prod.) 7 p.m.-Tu-W-Th-Blue Blue Aces, J & Goodman Ace Mary Hunter Paul Stewart Paul Stewart AXTON-FISHER

of the Air'

Compton Example

CTTIES ARRAYICE

COMPONE THE ARRAY

Loudile Mannera

Revelers 4

FLORG & Thomas

CONGONET

STORMAN

FOR ARRAY

CRISCO

CRISCO

CRISCO

SIRO-Bally Red

11:189 a.m.-Deliy
T.462 a.m.-Deliy
Compton B.

Compton B.

CYCLE, TRADES Orc.

OTCLE TRADES

OTCLE TRADES

OTCLE TRADES

OTCLE TRADES

OTCLE TRADES

OTCLE TRADES

Molly matta Orc.

(Gen. Food)

S-Su-Bine

Alfred Swender

Diamond

Alfred Swender

Otcle Trades

OTCLE TRADE (Spud)
8 p.m.-Sa-Blue
Ed Wynn
Jackie Heller
Niela Goodelie

Rd. Wynn
Tackie Heiler
Nicka Goodelle
Filit Regan
Graham McNagea
Dob Woord es

**BON Woord es

*Blackett-S-H.

BAYER.
(Sterling)

\$:30. p.m.-W- lue

Helen Menken.

9:30-Su-Red

'American Album'

Frank Munn

Lucy Monroe y Monroe en & Arden Haenschen t Hirsch lackett-S-H

Blackett-S-H
Bl-SO-DOL
(Ain, Home Prod.)
10:30 n.m.-Daily10:30 n.m.-Daily10:30 n.m.-Daily10:40 n

Blacket-S-H
BOWEY'S, INC.
B Ding-W-W-Red
Advance of Darling Danling Dan-

1:45 p.m.-M-TuJohn Neablt
Passing Parade
Passing Parade
Ph. E. Williams
FIRESTONE
F. 1:30 p.m.-M-Red
F. 1:30 p.m.-M-Red
Valenstein
Margaret Speaks
Wallenstein
Margaret Speaks
F. W. FITCH
(Shampoo)
1:50 pm.-SuMon Margaret
Mon Margaret
Mon Margaret
F. W. RITCH
F. W. RITCH
Margaret
Mon Margaret
F. W. RITCH
F. W. FILEN
F. **L. W. Runsey
FLEISCHMANN
(Stan. Brauds)
Robert L. Ripley
Ozzle Nelson Orc
Shirloy Lloyd
**J. W. Thompson
GEN. FLECTRIC
**Hour of Charm
Phil Spitainy Ore
Maxine: MEYERS CO.
(Ipana-S. Hepatica)

Jam.-Wed-Red
Town Hall Tonight'
Fred Allen
Prof. Quigley
Wranglers
Konsekoff Ore
Portland Hoffa
V Van Steeden Or
*Young & Rublean Maxine Evelyn Kay 3 Little Words Loia & Rochelle Giee Club

BROWN-WILLIAMSON (Kool-Raleigh) 10 p.m.-F-Blue ack Penri Lord & Thomas

Leda & Rocheele

- Maxon

- Ma Jack Pearl
Lord & Thomas
CALUMET
CALUMET
S UNIVERSA
TO ALL BE
We, the People
Thilliph H. Lord
People
Thilliph H. Lord
Dave II. Hirigs
L. Hirigs
L. Hirigs
L. Hole
L. H

Estelle Levy Pat Ryan Biackett-S.-H. HOBLICK

7:30 m.-Dally-lue 'Lum'n' Abner' Chester Lauca Norris Goff 'Lord & Thomas

HOUSEHOLD FINANCE

8:30 p.m.-Tu-Blue

It Can Be Done

Edgar Guest

Frankle Masters O

B.B.D. & O.

IODENT

11:36-Su-Blue 'Dress Rehearsal' Joe Rines Mabel Albertson Morton Bows *Maxon, Inc.

Maxon, Inc. ITALIAN BALM

*Compton

JELIO

(GEN FOOR)

CREATER OF THE POOR OF TH

"Fibber nicres and Molly" M. & J. Jordan Ted Weems Orc "Need., Louis & B

*Need, Louis & B.
KELLOGU
5:30 p.m.-DaliyBlue
'Singing Lady'
Ireene Wicker
5:15 p.m.-Fr'Musical Plays'
12 Noon-M to F
Red
'Oli Alone'
'N. W. Ayer

KLEENEX

5 p.m.-Dally Blue
Story of Mary
Marlin'
Lord & Thomas

*Lord. & Thomas KRAFT-PHENIX Bing Cornell Bed Bing Cornell Bed Bing Cornell Bing James Orsey Orc Rob Burus Lionel Stander Percy Graluger Harry Banls 'J. W. Thompson LADY ESTHER 8:30'p.m.Tu-Wed-Warns King Orc Stack-Goble LAMONT

LAMONT
(Pond's Cream a:
Face Powder)
8 p.m.-Tu-Hhe
Husbands and
Wives'
*J. W. ""

Husbands and
Wives
J. W. Thompson
LOOSE-WILES CO.
(Sunshine Blacults)
D.p.m.-Sa-Bed
Arthur Alien
Parker Fennelly
Newell-Emmett Co Newell-Emmett Co
LOUIS PHILLIPPE
(Am. House Prod.)
10:18 And Prod.)
10:18 And Prod.
10:18 And

(1)rene Shampoo) 10:30 n. .-Tu-Red Jimmy Fidler *H. W. Kustor

MANWELL
(Gen. "Foot)
9 p.m.-Ti-Bel
Show Boat
"John Son
Holling Holling
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Young & Rubicam
MAR-O-OIL
A-W-Reil
Henry Busse Orc
Baggoley, H. & H

MODERN FOOD PROCESS 4:30 p.m.-Tu-Blue Dog Heroes' Bob Becker * Clements MOLLE

9 p.m.-Tu-Red

'Vox Pop'
Parks Johnson
Wally 'Butterwort

*Stack-Goble

MOORE
(Palnts)
11:30 a.m.-Th-R
Betty Moore
*Aubrey M. &
MOERELL
(Dog Food)

Armbruster Orc

**Oponahus & Co.

**Indoor Cara)

**In

D P Brother & C
OXYDOL
. (P. & G.)
. 315-Dally-Red
1015 an. Dally
Ma Pally-Red
Virgini Bayes
Chas. Egolson
Gilbert Faust
Cecil Roy
Murray Forbes
Hazel Dephelde
Forrest Lewis
*Blackett-S-H.
PARIFIC BORA

PACIFIC BORA 5:39 p.m.-Fr-Bit 'Death Valley Da *McCann-Erickso

PACKARD MOTORS Do p.m.-Tu-9:30 p.m.-Tu-Red Fred Astalre *Young & Rubica:

*Young & Rubkan
PACKER TAR
SOAP
2:39 p.m.-Su-Red
'Thatcher Colt
Mysterles'
*Stack-Gobie

*Stack-Goble.
PEFSQDENT
7 p.m.-Dally-Red.
'Amoy 'n' Andy.
'Lord & Thomas
PHILLIP MORRIS
8 p.m.-Tu-Red
Russ Morgan Ore
Phil Duey
Charles Martin
*Biow Co.

*Blow Co.

PHILLIPS
(Sterling)
9-F- ed

Waltz Time
Abe Lyman Orc
Mary Eastman
Frank Munn
8:30-M-Blue
Sweetest Soon 3
Ever Mun
Natalle Bodanya
Victor Arden's Oyc
*Blackett-S-H.

*Blackett-S-H.
PILLSBI'RY
FLOUR.
;45 p.m.-DallyRed
"Today's Children'
*Hutchinson

*Hutchinson
PONTIAC
MOTORS
10:30 p.m.-Fr- ed
'Varsity Show'
John Held, Jr.
*MacManus, J. & /
PRINCESS PAT
6:30 p.m.-Su-Red
'Tale of Today'
*McJunkin QUAKER OATS CO

Kaltenmeyer's Kin-dergayten's Kin-dergayten's Kin-Bruse Kenman Sidney Elistrou Billy White Johnny Wolf Thor Ericson Merrili Fugit Harry Kogen Orc *Lord & Thon

*Lord & Thon

2 pm.-Su-Bue.

(Magic Key of RCA'
Leopold Stokowski
Jose Liurbi
Eugène Ormandy
Chas, O'Connor
Marlon Anderson
MEGGONAL ADV.

11:30 a.m.-Ta-SaMystecrefer

*MCCann-Erickson
DOORNAL ADV.

McCann-Erickson
ROGER'S SILVER
4:30 p.m.-8u-Red
'Musical Camera'
J. Cherniaysky
Willie-Morris
'N. W. Ayer
ROYAL GEL.
(Stan Brauds)
G. Thompson, Dit.

Rudy Vallee Richard Benne Max Eastman Shella Barrett Joanna Joyce Edgar Bergen J. W. Thomp Wife Saver' Allen Prescott *Peck TENDERLEAF TEA

TENDEBLIAF
STARA
(Stan, Brands)
S-W-Rad
Ons Man's Family
Page Giman
Page Giman
Winifred Wolfe
Carleton E. Morse
author
I. Anthony Smythe
Minetta Ellen
Walter Patterson
Barton Yarberough
J. W. Thompson
TRUE STORY . W. Thompson
RY-KRISP
(Raiston)
5-5:30-5u-Red
rion Talley
sef Koestner's Or Gardner SEALTEST LABS, INC. INC.

By.m. Sa-Red

Donald Dickson
Lucia Graeser
New Yorkers Chorus
James Melton
Robert Dolen's Ore

'J. W. Thompson

SHELL
(Petroleum)

J. W. Thompson
TRUE STORY
(MacFadden)
9:30 p.m.-Fr-Red
'Court of Human
Relations'
'Arthur Kudner
TUMS
7:15-Tu-Th-Red
'Vocal Varieties'
'H. W. Kastor (Petroleum) 9:30-Sn-Red ri W. Restor WHITE NAPHTHA SOAP (P. & G.) 4:45 p.m.-Dally-Rec 'Guiding Light' *Blackman

COLUMBIA

WABC

Phillips H. Lord
Alice Rineheart
Erik Roif
Edmund MacDonald
Fred Lewis
"Benton & Bowles
CONTINENTAL
BAKING

BAKINI

(Wonder Bread)
e445 p.m.-Daily
Pretty Kitty Kelly
Arline Blackburn
Frank DAhm 'Ore
Hanley Stafford
Benton & Bowles
THOS COOK & BON
(Travel Bervice).
Malchi
Le Prade
Lew D. Werthelmer
CORN PROPHICTS

(Cocomaty)

(Cocomaty)

of Penner

Joy Henner

Joy Hen

Dir. Cenneth Webb. A con Voorhees' Orc B. B. D. & O.

GEN. BAKING

9:30-5n-Red
Joe Caols
Bob Fuller
Bob Miller
Bob Miller
Carl Hubbell
And Carlotte
Check Male
Checks
Ale
All
Checks
Ale
Che 6:45 p.m.-Dally-Blue
Day's News'
Lowell Thomas
Roche Williams
SWEETHEART

11:45 a.m.-Tu-Th-Red

AFFILIATED (Edna Waliace Hopper Cosmeti

AFFILIATED
(Edn. Valiace)
(Edn. Valiace)
(For a construction of Helen
Trent'
(Virginia Clark
Marie Nelson
David Gothard
1245-Dai

Our Gai Sunday'
Jay Jostyn
Robert, Strues
Robert, Strues
Floyd Rosemond
*Blackett-S.-H.
A & P

A & P

A & F

Kate Smitt, Sand
Jack Miner's Ore
Jack Miner's Ore
Jack Miner's Ore
Les Smitt, Sand
Les

Frank Law
BI-SO-DOL
Am. Home Prod
B'-F'
B'way
B'-F'
B'way
B'-F'
B'way
Carmela Ponselte
Elizabeth Lennox
Victor Arden's Orc
Inckett-S-H
CAMPBELL
(Soup)
9-F'
'Hollswood Hote

Unater PALL

University of the Control of the Contr

(Liggett) Kay Thompson a Rhythm Singers Hal Kemp's Ord 9-W

J.ily Pons Andre Kostelanetz

Ore Newell-Emmett CHEVROLET 6:30-Su

CHEV HOLEST

6:30-30-8
Rubinoff
Rubinoff
Eddle, Cantor
Virginia, Rea
Virginia, Rea
Virginia, Rea
Controllary
Virginia, Rea
Controllary
Virginia, Rea
Controllary
Rough Controllary
Controllary
Virginia, Rea
Controllary
Reauty
Rea

Fred Jacky, Dir 10:48 a.m.-Dally News'
John K. Watkins
10:46 a.m.-F
'Musical Interlude
Eric Sagerquists
'Biackett-S-H.

10-Su Community Sing Milton Berle Wendell Hall Billy Jones

who to the state of the state o

Phil Managhu Harry McNaughu Beetle Agnes Moorehend Artie Auerbach Harry Von Zeil Ed Smalle Bob Allen Cacar Bradley's U

Woodbury

Woodbury

Reyne. Su-Bine

Reyne.

Red.

Woon.

Nick Dawoon.

*Lennen & Mitchall Bob Allen
Cacar Bradley's Orc
7.G's
Capt.
backer Williams
*Young & Rubleam
H. J. HEINZ. Con
11 a.m. M.V.F.
Magazine of the
Air

Alir
Nevsa McMein
Daic Chriscie
Daic Chriscie
Eliel Mac Gordon
Jerry Macy
Reliel Mine Gordon
Jerry Macy
Reliel Mine Gordon
Jerry Macy
Reliel Mine Gordon
Jerry Macy
Rottle Mine Gordon
Brita Allyn
Dorothy Lowell
Dorothy Lowell
Dorothy Lowell
Dorothy Lowell
Eliel Mine Core
Macon
Reliel Mine
Reliel Mine
Reliel Mine
Mine Reliel
Mine Reliel
Mine Prod
Span-Tule
Margaret Anglin
Frederic Jencke
Mary Sie Gencke
Blackett-S-H
LADY ESTHER
Wayne King's Ore
Stack-Gordon

Wagne King's Ore
LUT Stol F
LUT S

Neck MOTORS
Nesk MOTORS
Nesk MOTORS
Grace Moore
Vincent Lopez Ore
J. W. Thompson
ATL BISCUT
Twin Se
Victor Moore
Heien Broderick
Mary Martin
Buddy Rogers Ore
Buddy Rogers Ore
Buddy Rogers Ore
NATIONAL ICE
II:45 a.m.-Tu-Th
Homemakers Exchange

Homemakers Exchange Exchange Exchange Pleanor Howe Donahue & C PEBECO (Lehn & Fluk) 12 Noon-Duly The Gumps

B. D. & O.

**ELECTROLU.*
(Sec. 10...)
(Sec.

FORD MOTOR
Al Pearce
Arlena Carlena Ca ARMIN VARADY 12:30-Su-WGN Perry Como Elmo Tanner C'try Washburne Red Ingle Pierre Andre Ted Weens Orc

GEN, HARING
GRy 230-Nes

* 8. Ben D. & O.

GENERAL MILLS
(Wheatles, Big.
quels, Gold Belal
10 a.m.-Daily
Betty and BobLetter Tremayer
1915 a.m.-Daily
Modern Clothery
1915 a.m.-Daily
1916 a.m.-Daily
1916 a.m.-Daily
1916 a.m.-Daily
1917 a.m.-Daily
1918 a.m.-M it e.Th
1918 a.m.-M it e.Th
1918 a.m.-M
1918 a.m.-M
1919 a

1:45-M-W-F-WGN Tom, Dick & Harry Gordon Vandover Bud Vandover

Agnes Moorehead Wilmer Walter Jackie Kelk Himan Brown, Dir. * Lennen & Mitchell PHILOO

PHILOU 7:45-Dally Boake Carter • Hutchins PHILLIPS PACKING CO. (Soups & Foods) 1:30-W-Th-F-

1:30-W-Th-FWABC
George Rector
Marcella Shields
*Compton Adv.
PHILLIP MORRIS
1:30 pm. 58
'Johnnie Presents
Russ Morgan's Orc
Charles Martin
Phil Ducy
*Blow Co.

*Blow Co:

PONTIAC
2-M-W-K

News Through
Woman's Eyes
*Michanus, John
Adams

Adams
RINSO
(Lever)
11:30-Daily
Big Sister
Alice Frost
Junior O'Day
Heiin Stoddard
Martin Gabel
Lillian Lauferty,
Author

Heilia Stoddard
Martin Gabar
Lilian Louferty,
A. B. 330-Ta
Al Joleon
Martin Rays
Al Joleon
Martin Rays
Victor Young's Ore
Ruthrauff Ryan
B. J. MEX-NOUS
Jack Oakle
Usorge Stod
Hoorge Stod
Stod
Hoorge Stod
Stod
Hoorge Stod
Hoorge
Ho

*Wm. C. Baty Co.
SINCLAIR BEF.
Bab 123-W-F

* Stack-Goble
TEXAS CO.
8:30-Su
'Texaco Fire Chie
Eddle Cantor
Deanna Durbin
Bobby Breen
Jimmy Wallingto
Jacques Renard's
• Hanff-Metzger

"Hand Metager
U. S. TOBACCO
(Dil's Best)
Pick & Pat
Edward Roccker
Benny Krueger's O'
Arthur Kudner
WM. WRIGLEY
Tack Fullon
From Mac Cormac dacCormac dacCormac dacCormac dacCormac dacCormac dacCormac dac-

MUTUAL WOR

AMADRILE AMOUNT

OCAL, COFFEE

OCAL COFFEE

OCATERS

DESCRIPTION

OCATERS

DESCRIPTION

CORRECTION

CORRECTION

CORRECTION

CORRECTION

CORRECTION

CORRECTION

CORRECTION

OCATER

OC

9:45 u.m.-Th Beauty Forum' E. V. Meadows Brown & Tarc

MENNEN

MENNEN

MENNEN

Je.M.-WOR

Je.M.-WOR

Trials'

Haroid Carr

Elicen, Pailmer

Elicen, Pailmer

Franklin Bingman

Don Morrison

Chan, Doherty

Bess, McCanunon

Harry Lang.

Kileswetter

Kileswetter

NO, AMER, ACCI * Kleswetter
NO. AMER. ACC
DENT INSURANC
9:30-Su-WOR
Gabriel Heatter
*Franklin Bruck

olson Rug co. WCN Romantio Ser-PUBE MILK

:45 a.m.-Tu-Th-WFIL Petticont Philoso-

phylis
Hewson
Hennic Metager
SSS CO.
(SSS Tonic)
SSS CO.
(SSS Tonic)
SISO-W-W-W-W
Family or the
Eliis Frakes
Harold-Garry and
WANDER
(Ovatine)
Mally of Movies
Honnicita Tedroc
Catherine Campbal
Janne Javelier
Gene Byron
Blackett-S. H.
WASEE FROD. WASEY PROD

3 p.m.-7:30-a.m. Su-M-Tu-W-F-WOR Jacob Tarshish 'The Lampilghter' Erwin Wasey

INTER-CITY

WMCA

DENTISTS SUPPLY
11 a.m.-Tu-Th
Dr. George Wood
Clapp
*AW Agency

*AW Agency
FITCH INVESTORS
6:15 p.m.-Dally
Erling C. Oisen
*E. Ca-Van Dyke
HOWARD
CLOTHES, INC.
7:15 p.m.-Dally
9:30 p.m.-Su
Sid Gary 9:30 p.m.-Su Sid Gary Carl Fenton's Oro Bachenhelmer JOURNAL OF LIVING 12 Noon Dally Victor H. Lindial Schillin

12 Noon Dally
ctor H. Lindlah
chillin
REMINGTON
RAND
8 p.m. Dally

REV. D. GRAY BARNHOUSE 4:30 p.m.-Su 4:30 p.m.-Su

*Direct
SAINT CHRISTOPHER'S INN
(Garrison, N. X.)

4:30 p.m.-Su

Ave Maria Hour

*Direct

NATURE FRIEND, INC. 11:30 a.m.-Dally Anice Ives Anice Ives

*Wates

YOUNG PEOPLE'S
CHURCH OF AIR

5 p.m.-Su

Rev. Percy Crawford

*Direct

Here and There

Walter Keessler appointed sales manager WROK, Rockford. Formerly with WCLO.

Wynthrop Orr has been added to the Chicago NBC production staff. Originally from CKOC and other Canadian stations, also worked on WLS and WCCO.

Joe Gallichie sent by Lord & Thomas agency from Chicago to Hollywood to play Amos 'n' Andy

Bob Thomas added to the sales promotion staff at WBNS, Colum-bus.

Jack Tritsch, mikeman at WHKC, Columbus, is reading the funnies daily for The Columbus Citizen.

Abram Ruvinsky Ensemble, staff organization at WHKC, Columbus, we sending three-a-week to Buck-eye net. Vocal soloists are Nason Oldham, Louise Dilda and Joseph

Ted Schneider, former night manager at WHN, N. Y., has joined Jay Lewis Associates.

Amy Lawrence succeeds lice Blue as KLX (Oakland) staff pianist. Blue has gone to Hollywood on her

etty Jean and Freddie, ill- illy vocalists with KSO, have been sold to the Winterset (Iowa) Monument Co. for ree quarter-hour shows weekly.

Margaret Lipper, Rochester, N. Y., high school irl impersonator of notables, gets a tryout with NBC Drama Guild.

Ethel Shutta guests on Ben nie's (Am. Can) period May 4, Hor-man Bernie agented.

Jee Botton added to staff of WHN, N. Y., to do lly sports-spiel and play-by-play palaver the Jersey City (Int. League) ball games, on station for General Mills starts Sat. (19).

Charles Martel, who last week lopped off the N. American, on which he did a column on bridge, has attached to WMCA, N. Y., for series of sustaining Sunday a.m. chatters on the card game.

Charles Stark has left WMCA, to become announcer at CBS. George Reid brought to WMCA from WLW. Ci nati, to fill gap.

BAYER CO. WGN
Get Thin to Music
Wallace
Thompson

CHICAGO EN-GINEERING W'KS 7:45-Ta-WGN Kay St. Germaine Dixle Demons *Critchfield Co. CROWN OVERALL

CROWN OVERALL 7:45 p.m.-Th-WLW 'Pleasan! Valle'y Frolic' Chinries Sec! Dair Carson Cluss. Dameron Betty L. Arnold Florence Colden Covince Star William Greene Chile Grenville Joe Lugar, Orc.

ILS NAPTHA

Marlin Hurt
Carl Hoele
Dd Allen
Vonnek Rahican
Vonnek Rahican
Vonnek Rahican
Dd Allen
Dd Allen
Dd Allen
Lisbosy WYAW
Smoke Dreams
Lisbosy Allen
Lisbosy Allen
Lisbosy Allen
Lisbosy Allen
Lisbosy Allen
Lisbosy Allen
Lisbosy

Schl.
GOSPEL B'DC'ST
GOSPEL B'DC'ST
ASSOC.
10-11-pm-Su-Kill
EVANCE I TAIKS
HEALTH
PRODUCTS
6 p.m.-Su-WoR
1937 Radio Show
Arnold Johnson OrRay Knight
Christina Lind
3 AmbansadorWim Bety Plant

LEIN & FINK I p.m.-Dally-WGN Life of Mary

Broadcasting Glossary

By Hal Block

An Egg: An egg is an over-ripe gag usually emitting a pungent odor. It has been estimated that if all the eggs laid on radio programs during 1936-7 were laid end to end they would reach four times around the sponsor and twice into his pocketbook.

Audience: If the studio audience doesn't laugh at all they say, 'Well, it was sure a swell air show.'

Audition: An audition is the thing you are told you have the insi the story of the studies of the studies of the studies it's terrific in and buys 'Renfrew of the Mounted'.

Censei: The censor is an ugly-faced monster with six pair of horns, a green and very dirty face topped off with hot and cold running eyebrows. Commercial: The commercial is the thing a comedian burns about when has to cut out ten sockeroo gage while it remains intact.

Political Broadcast: An overemphasized lull between two pauses for station announcement.

tion announcement.

Serfpt: A script is an odd looking conglomeration of words, phrases and red and blue pencil marks from which you always have to cut six minutes.

minutes.

Shortwave Broadcast: A heroic task involving months, perhaps years of careful planning; tons upon tons of correspondence and the expenditure of thousands of dollars, the same effect of which can be obtained by rubbing a piece of medium sized Number 2 hard chalk hesitantly across a freshly wiped blackboard.

Sustaining Program: A layoff set to music, Variety: Yeah-man!

KMOX Softens Up Stores 'SHOW MUST GO ON' STUFF

Louis, April 13.

'Jean Abbey,' the Woman's HomeCompanion Shopper, will start a
once a week series over KMOX
starting Tuesday (20). Of special
interest is the tie-i with Scruggs,
Varidervoort & Barney, Famous &
Barr and tix, Bear and Fuller,
three of town's largest department
stores which, until this time, have
kept entirely away from radio advertising. rtisine.

vertising.

Jean Abbey 15-min. program will comprise the advice of a department store shopper, guide to timely values and buying events. First program will be interview by Jerry Hoekstra, manager of special events dept. of KMOX as means of introducing buying service to St. Louis dialers.

Jeanne Poll, granddaughter of S. Z. Poll, long-time New England chain boss, up at 7 a.m. for early-bird stint at New Haven's WELI.

Adelaide Hawley a Broadcaster and a Mother the Same Day

In face of impending motherhood, Adelaide Hawley, purveyor of 'Women's News' period for Crax over WOR, did her palayering last Friday (9) at 1 p.m. At 1215 a.m. same night, she became the mother of a girl.

while Mrs. Hawley is away, the papa, Mark Hawley, who does two daily commercial news periods on same station, is handling his wife's chore. He's officiating as 'the husband of the woman reporter.'

Cause of Mrs. Hawley's absence from air has not been made public.

Marvick Petersen in Chi

Chicago, April 13.
Marvick Henderson Petersen, sales
manager of the Hearst stations, was
in town last week for a day or so. Had a quick confab with local Hearst ether officials.

THE HIGH AND THE LOW

WLW's \$1,200 Per Hour—KFPL, Dublin, Texas, \$5 Per Hour

WLW, Cincinnati, has the highest commercial rates per hour, \$1,200. Station KFPL in Dubli, Texas, probably has the lowest commercial rate, \$5 an hour; half hour, \$3; 15 mins, \$1,80; 5 mi, 75c; 1 min, 25c. A liberal system of frequency discounts can reduce the advertising cost by as much as 40% off the above rates when five or more periods periods are contracted. Station has been operating 13 years.

Ann Harding Draws New Job in CBS Press Shifts

Job in CBS Press Shifts
Ann. Hardi who has been
retary to the various panjandrums
of publicity at Columbia network
for past seven years, gets upped to
office of own with couple of assistants to handle the clipping morgue
and complete mailing list. Helen
Brattrud replaces her as Don Higgins' sec.

Norman 'Skeets' Meekins has resigned from night shift; Hal Davisbrought in from web's program dept.
to replace.

George McMurray new writer on
the 'lobster' (1 a. m. 0 a. m.) trick.
Hails from Marion (Ohio) Star.

While Paul White is away covering
the Coronation, Charles Pooler, will
be detached from publicity to the
public events-special features dept.
presided over by John Fitzgerald
during White's six-weeks' absence.

Rush CBS Frisco Plant

San Francisco, April 13.

New CBS studios in the Falace Hotel and the new 5,000-wat transmitter for KSFO, local CBS affiliate, will be ready, for use in about four months. Contracts for the studios are now being let, following exec approval from network headquarters in the East. Construction of both studios and transmitter will be supervised by James. Middlebrook, CBS construction engineer. The 350-460t tower will be erected at Islais Creek, about three miles from San Francisco's Civic Center, Approximate cost of the two jobs is \$500,000.

Says Mexican Officials Demand Kickback on Tourist Adv. Budget

Publicity by the Lb.

Idle curiosity at the amount of publicity material from radio agencies, network and press agents which arrives each day in the mails inspired Variety to make a day-by-day poundage check on the mimeographed stuff. Largest day tabbed happened also to be the first day and to include one and three pounds of promotional booklets and brochures. Here's the wei in of the radio publicity.

1.	2	
1	6	
	13	
	i	1. 2 1 6 13

Agencyites to Coast

Cal Swanson of J. Walter Thompson and Savington Crampton, now of William Esty, are Coast-bound, Swanson now on the Lux show. Crampton will wrestle with the Jack Oakie program for Camela. Swanson succeeded Crampton as asst. account executive on Lux.

Another: Thompsonite heading for the film colony is gag writer Richard Mack. He's assigned to Chase & Sanborn coffee program.

Mexico is again primed to go after American tourists via a radio campaign. Planned start of the programs looks indefinitely postponed due to three-ply bicker now raging among Mexican government officials, Mexican tourist bureau and the de Garmo Corp., the ad agency which handles Mex goodwill propaganda in the United States.

According to Lewis de Garmo, ad agency head, he has a contract issued by the tourist bureau, empowering him to place the radio biz at the usual 15%. Everything was set to go, de Garmo, contends, when 50hie of the government officials asked him for a kick-back on his commission end. Agency was tipped that unless this item was arranged the money allocated for the air campaign would not be forthcoming. So the matter drifts, with de Garmo saying he won't cut anybody in on his coin. Agent claims he can win out since he has the contract.

Radio project calls for a network show; understood that figure allocated to be spent is \$50,000. Drive will be to bait U. S. travelers who habitually roam around during the coid winter months.

"Two 'seasongs' ago' Mexico went after U.S. tourists via a web sflöw also placed by de Garmo. It became a 'religious football when Father Wilfred Parsons, S.J., who at that time edited America, Catholic weekly, attacked show on grounds it presented in Spanish a song the lyrics of which in translation were off color.

Chapin to Davenport

Chapin to Davenport
S. Chapin, assistant sales promotion manager for World Broad-casting System, New York; has resigned to go with WOC, Davenport, Will head transcription sales in his new job.

Bob Prevan merging spelling and pronouncing bee in new series at WDRC, Hartford,



PUBLIC INTEREST in WLW programs, and the

CONVENIENCE

afforded through a clear signal projected by high power* make WLW service a daily

NECESSITY to millions of radio listeners and

WLW—THE NATION'S STATION

Blackett-Sample-Hummert Surveying **400 Radio Stations in United States**

Chicago, April 13.

Most complete station survey ever frempted in the advertising business is being compiled by the Blackett-Sample-Hummert agency here in an independent campaign of fact-finding. Final purpose of the station survey by the B-S-H agency is to set up a standard form of station ratings for the use of the agency's clients to permit a sounder, more verifiable basis of time purchase, In making this independent survey, which is now being conducted, the agency is using outside checkers and engineers for a compilation of power strength of each station, a group of economists and statisticians for market mapping, and finally the agency sown records of results it has gotten with stations on commercial shows in the past.

B-S-H is using three angles in

with stations on commercial shows in the past.

B-S-H is using three angles in making up its general pattern: (1) a survey of ground coverage for unit strength, (2) the cost to reach each 1,000 sets, (3) cost per inquiry returns and the amount of inquiry returns on stations.

Many sub-items in the survey to get the general results include inquiries into such questions as rates, the number of sets reached on ground-wave set, the purchasing power within a station's basic coverage area, etc.

e area, etc. All of these various items will be grouped together for a listing and rating of some 400 stations throughout the country, and will serve for a solid basis by which the agency will be able better to decide the proper and best station, for its various ad-

and best station. for its various advertising clients.

To this end, the agency has just concluded a cost per inquiry survey-taken on the results of 149,000 replies to Molly of the Movics' on 13 stations on the Mutual web. The survey disclosed that the cost per inquiry. ranged from 1c to a high of 23c. Two stations came in with cost-per-inquiry of 1c; WGN, Chicago, and WCAE, Pittsburgh.



Columbus, O., April 13.
Rose Kaye is doing a sidewalk interview for Station
WHKC, Ori inally it was intended to use her as spieler
Fred Joyner's sidekick, to contact the members of her own

sex.

But she did better with the men and Joyner did better with the women.

One-Day Radio Test in Frisco Bay District

San Francisco, April 13.

Testing the selling power of radio, MacFarlane Factory Stores, candymakers and distributors, splurged with a series of quarter-hour shows or spot announcements over every station in Oakland and San Francisco Sunday afternoon within a four and a half hour period.

MacFarlane organization, ordinarily a heavy space buyer in the dailles, switched to radio completely for the one day, using two quarter-hour stanzas with Bob Stevens, tenor, on KPO, three quarter-hour programs on KJBS, and spot blurbs on all other stations, including KPRC, KSPO, KYA, KGO, KGGC in San Francisco and KLX, KROW, KLS in Oakland. All were aired between 10 a. m. and 2:30 p. m. PST, in several instances at the same time on different transmitters.

Lowe Features agency placed the business.

SWIVEL CHAIR TOURIST

Lowman of CBS Just Can't Get On

That Train

Lawrence Lowman, CBS v.p., has again put off his proposed trip to the westcoast. He doesn't expect to be able to get away for another week. Lowman has developed expansion plans for the network's artists bureau, but he can't get them started until a couple key situations have been settled.

Another thing delaying his departure is the entry of a labor union in the broadcasting industry, calling itself the American Guild of Radio Announcers and Producers. Roy S. Langham, who terms himself president of the Guild, is slated to meet with CBS officials again this Friday (18).

PERSONALITY

Al has it . . . KLZ has it, too! Wherever he i , Al Jolson in people. KLZ has that same something on the air... personality

that makes it stand out from the crowdthat attracts people and makes them think talk about and want to listen to



7/and the Oklahoma Publishing Co.

Represented by E. Katz Special Adv. Agency

Guest List

AMERICAN CAN
(Tu, 9-WJZ)
Apr. 20-Not booked

Apr. 20—Not booked

A. & P.
(Th. 8—WABC)

Apr. 15—Helen Menken, Henry
Youngman.

AMER. TOBACCO
(Lucky Strike Cigs)
(Sat. 10—WABC)

Apr. 17—Lanny Ross.

AXTON-FISHER
(Sands)

(Spuds)
(Sa. 8-WJZ)
Apr. 17-Little Jackie Heller, Niela
Goodelle, Phil Regan. BRISTOL-MYERS

Goodelle, Phil Regan.

BRISTOL-MYERS
(Wed. 9-WEAF)
Apr. 14-Prof. Quigley, The
Wranglers, Kouseroff Gypsy Choir.
(Fri. 9-WABC)
Apr. 16-Bette Davis, Gracie
Fields, Humphrey Bogart.
CAMPBELL TOMATO JUICE
(Wed. 8:30-WABC)
Apr. 14-Not booked.
CHEVROLET
(Su. 6:30-WABC)
18-Eddie Cantor.
FIRESTONE
(Mon. 8:30-WEAF)
Apr. 19-Margaret Speaks.
FORD
(Su. 9-WABC)
Apr. 18-Nelson Eddy, Alexander
Smallens.

Smallens,
Apr. 25—Kirsten Flagstad, Eugene
Ormandy,
FORD DEALERS
Apr. 20—Bill Terry, Burleigh
Grimes.

GENERAL FOODS

GENERAL FOUDS
(Calumet)
(Su. 5-WJZ)
Apr. 19-Dr. Thornwell Jacobs,
Dave Irwin, Anna and Emma Briggs.
GENERAL MOTORS.
Apr. 18-Erica Darbo, Richard

Apr. 18—Erica Darbo, Richard Crooks.

GROUP OF BANKS
(Fri. 10 p.m.—WABC)
Apr. 16—James Truslow Adams.
GULF
(Su. 7:30—WABC)
Apr. 18—Capt E. Rickenbacker,
Maj. Al Williams.

HEINZ
(M.W-F. 11 a.m.—WABC)
Apr. 19—Dale Carnegie.
INTERNATIONAL SILVER
(1847 Regers Bros.)
(Su. 4:30—WEAF)
Apr. 18—Not booked.

JELLO
(Su. 7 p.m.—WEAF)
Apr. 18—Not booked.

(Su. 7 p.m.—WEAF)

Apr. 18—Not booked.

REAFT

REAFT

KRAFT
(Th. 10—WEAF)
Apr. 15—Lionel Standers, Percy
Grainger, Harry Barris.

KOLYNOS
(Tu. 8-WABC)
Apr. 20-Margaret Anglin,
eric Janeks, Mary Jane Walsh.

LUX
(Mon. 9-WABC)
Apr. 19-Joe E. Brown, Roscoe
Karns, Rochelle Hudson.

NATIS, Rochelle Hudson.

MAXWELL HOUSE
(Th. 9—WEAF).
Apr. 15—Blevins Davis, Walter
O'Keefe, Hildegarde.
NATI. DARRY
(Sat. 8—WEAF)
Apr. 17—Shirley Booth, Nancy
McCord.

Apr. 17—Shirley Booth, Nancy McCord.

NASH
(Sat. 9—WABC)
Apr. 17—Not booked.
R. J. REYNOLDS
(Camel Cigareties)
(Tu. 9:30—WABC)
20—Not booked.
ROYAL GELATINE
(Th. 3—WEAF)
Apr. 15—Richard Bennett, Max Eastman, Sheila Barrett, Joanna Joyce, Edgar Bergen.
(Stu. 2—WJZ)
Apr. 18—Leopold Stokowski, Jose Hurbi, Eugene Ormandy, Charles O'Connor, Marion Anderson.
SHELL
(Sat. 9:30—WEAF)
Apr. 17—Bob Miller, Carl Hubbell, Albert Spalding, Spanish Marimba Band, Cossacks Male Chorus.

Keating With Rubinoff
Hollywood, April 13.
Fred Keating has been signed to
mcee the Rubinoff-Chevrolet pro-

Broadcast airs from Coast for next-ve weeks.

Advertising Men's Party
Association of Advertising Men of
New York will throw a Monte Carlo'
flesta Saturday night (17) at the
Hotel Pennsylvania.
An annual habit.

John Blair Will Rep Don Lee

Coast Regional Switchover Awaits Adjustment with William Rambeau

Aliased by Radio

Hollywood, April 13.
Wen and Ken, they sound
alike, so Young & Rubicam
made Wen Niles accept the nom
de radio of Ronald Drake after
his selection to announce the
new Burns and Allen series.

Brother Ken barked the virtues of Campbell soup on the old B & A show and agency wanted public to know there's been a clean shake all around.

Lingual Grief, No Showmanship In South Africa

By H. HANSON

By H. HANSON
Capetown, March 15.
Trouble has been brewing for some time over here regarding the poor class of programs from the African Broadcasting Corp. Recent referendum strongly proved by 75% of the license holders that separate English and Dutch programs are required.

arate English and Dutch programs are required.

Chairman of the roadcasting Board, without seeking the opinion of his associates, said it could not be done. Listeners got wild, and say they foot the bill, and demand what they ask for. 'Down Setsl' is now the war cry, with a suggestion, that no license fees be paid unless, the board give listeners what they want. Yearly fee of \$6 is resented, considering the poor stuff put over. South Africa has the highest fee charge in the world. The money from license holders is wasted in paying high saries to the board, managers, secretaries, etc., and it is a case of 'jobs for pals' without any experience, critics, charge. for pals' wit critics charge.

Col. Barton's Gusher

ittle Rock, . H. Barton, owner of radio

...H. Barton, owner of radio stations KARK, Little Rock, and KELD, El Dorado, and president of the Lion Oil Co., started another oil boom roaring in South Arkansas early this week when he brought in his Edna Morgan No. 1 well a few miles from El Dorado in hitherto unproven territory. The test, which produced approximately a 6,000-barel well, came in after drilling had penetrated nearly 6,000 feet. It marked the first deep test well in Arkansas and oil experts are predicting the area will be richer than the Rodessa discovery in Louisiana two years ago.

Col. Barton and G. E. Zimmerman,

Col. Barton and G. E. Zimmerman, general manager of his radio stations, are expected in New York next week to confer with NBC of-

Don Lee Nework and John Blair & Co. have got together on a representation contract but the deal won't become effective until some adjustment has been made of the tie-up now prevailing between Blair and KSFRC, San Francisco. Don Lee's sation in the same city is KFRC, Blair's agreement with Don Lee dated, on or before Jan. 1, 1936. West Coast regional has an obligation of its own to liquidate before joining the Blair list, Representation agreement it now has with William Rambeau doesn't expire until the end of this year, which knot will likely be untied by a cash settlement.

mental some time ago contracted with Columbia to continue with the representation of KSFO when and if the Federal Communications Commission approved the lease of the station to the network. This continuance was made part of an agreement with CBS, whereby the network was permitted to turn over the exclusive representation of KNX, Los Angeles, to its subsidiary Radio Sales, Inc. Blair's contract on KNX had several years to go.

Jack Vinsons Join WLW
Cincinnati, April 13.
Jack Vinson and his wife, Carolyn Clarke, are due in from Chicago Wednesday (14) to join the dramatic staff of Crosley's WLW. Vinson goes in the production department, his first assignment being on 'The Mad Hatterfields,' a new script show, written by his missus, which will hit the air thrice weekly as a sustainer. tainer.

Carolyn Clarke, who doubles au-thoring and acting, will have a part in her own show and other pro-

Adam Genet, minstrel, Saturday-matineeing at WELI, New Haven, with Tony Roupolo at keys and Gus Button on guitar.





(DIAL 1010) Says

Advertisers who wanted to make sure of getting their money's worth have tried WHN to put their mesacross to the world's richest market effectively and economically — and it paid off in sales.

Details on request

WHN

1540 BROADWAY

By association with the M-G-M Stu-dios and Loew's Theatres, WHN has the key to the greatest showmanship resources in the world—and it's at the disposal of our advertisers. SHOWMANSHIP STA. No. 1

Represented by E. KATZ, Special Advertising Agency



RADIO SALES—a division of the Columbia Broadcasting System. Offices: New York, 485 Madison Avenue, Wickersham 2-2000 Chicago, 410 N. Michigan Avenue, WHItehall 6000 · Detroit, Fisher Building, TRinity 2-5500 Los Angeles, 5939 Sunset Boulevard, HOLlywood 3101 San Francisco, 601 Russ Building, GARfield 4700

VARIETY

College Program Circulation

McManus, John & Adams, Detroit agency, has brought up the matter of the circulation available through alumni, parents, etc., to a college campus program. Letter on this subject appears in this week's Forum on page 63. Meanwhile the newspaper interest in the college shows on the same angle is revealed in the tabulation of free space brakes which follows herewith:

Varsity Show Publicity January, February and March

•	NUMBER OF	COLUM
	ITEMS	INCHES
John Held, Jr., stories and pictures	138	2,223
Varsity Show General	202	1,100
Feature Listings	678	678
University of Michigan (Jan. 22)	194	745
University of Chicago (Jan. 29)		807
Ohio State University (Feb. 5)		1,062
Columbia University (Feb. 12)		402
University of Pennsylvania (Feb. 19)	106	385
Dartmouth College (Feb. 26)	142	319
Notre Dame University (Mar. 5)	122	359
State University of Iowa (Mar. 12)	93	360
Louisiana State University (Mar. 19)	81	473
Denver University (Mar. 26)	71	452
University of Texas (Apr. 2)	27	222
Vanderbilt University (Apr. 9)	•••	
University of Southern California (2.	
University of Oklahoma (Apr. 23)	2	
University of Washington (Apr. 30)	,1	
TOTALS	2,507	9,614
9,614 column inches equals 134,596 a		

ment.

CBS PRESS AGENT HITS LONDON FOR THE POMP

Wallace West of CBS' publicity staff, salled last week for London, from which point he will shoot back buildup yarns on Coronation programs. Columbia will pick up from British Broadcasting Co.

West is reading our avenages trip

West is paying own expenses, trip being in form of vacash for him. He's just utilizing his presence in England to whip out some on-the-spot pub-

to winp out some control licity.

Three men CBS is underwriting over for the crowning are Paul White, Bob Trout and Ed Murrow. Latter sails April 21; and will remain abroad as Columbia's European rep; other two embarked yesterday (Tuesday).

Kay Fayre spotted weekly at WTIC, Hartford

MOCK RADIO QUIZ Princeton University on 'The Social Control of Radio'

School of Public and International School of Public and International. Affairs at Princeton University is currently considering 'The Social Control of Radio.' This reaches, its climax early in May when 50 sensors, acting as senators, will quiz 50 juniors acting as witnesses in a mock investigation. Prof. Eyler Simpson is in charge.

Juniors have been assigned among other things to play-act as if they

- 1. A Montana congressman.
 2. James Baldwin of the N. A. B.
 3. Director of the Child Study
- Ass'n.

 4. A British Broadcasting exec.

 5. Secretary of the American Civil
- 6. A small town station owner.
 7. Director of the National Committee on Education.
 8. A radio critic on VARIETY.

Barnes Takes Cosmetic Show with Freak Twists

Pat Barnes will do a one-man show for a cosmetic account at 11:15 p.m. over WOR, New York, with a feed to Mutual including WLW, starting April 25. Hays MacFarland agency, Chicago, set on behalf of Ruth Rogers' Cosmetics of Holly-wood.

wood.

Several unusual angles. First, late hour for commercial. Second, only F. W. Woolworth stores carries product. Third, Barnes was signed without auditioning. Fourth, cosmeties are made from avocado fruit only.

P. A. Agents Prof

Bill Green, the press agent, turned talent manager for Blevins Davis, Yale University professor who is an Jimmy Green Joins Thompson Memphis, April 13. Jimmy Green, who recently dis-banded his own band, has joined Lang Thompson's orchestra at Hotel Peabody, Memphis, as vocalist.

authority on Coronations.

Davis spiels Thursday (15) for Maxwell showboat and will go to London for NBC on the royal event itself.

Combo Dance Tour-Radio Broadcast Deal for Kay Kyser Orchestra

Staff Anniversary Gift

Montgomery, April 13, WSFA celebrated its seventh anni from April 4-10. Gave staff a percentage of the sales gross realized during the week as an anni gesture.

Politicians Won't Disturb Present WGST Set-Un

Atlanta, April 13. tatus quo best describes situation

af radio station WGST, recently brought under State of Georgia con-trol by bill establishing State Radio Commission. Station is CBS outlet

here.
Governor E. D. Rivers last week announced station, owned by Georgia School of Technology, would be allowed to continue under wing of present lessee, Clarence Calhoun, Aflanta attorney. Operating firm is Southern Broadcasting Co., of which W. H. Summerville, is manager.
Commission is to be composed

W. H. Summerville, is manager.
Commission is to be composed of governor, president of Senate, speaker of house, prexy of Georgia Tech and three others, to be named by governor. Rivers indicated two of latter openings had been offered to Clark Howell, publisher of Atlanta Constitution, whose late father gave station to Tech, and L. W. ('Chip') Robert, 'Atlanta architect and former assistant secretary of the U. S. Treasury. He did not mention who third might be.

Brockman's Bank Aud

Los Angeles, April 13.

David Broekman waxed an audition for Banks of America, which is washing up the symphonic series.

Chicago, April 13.

Deal worked out by United States Ad Agency, Toledo, and Music Corporation of America, which combines Kay Kyser tour of one-niters with weekly broadcasts, has just been signatured for Willys automobiles for 13 weeks, with options for two years, Half-hour Sunday evening broadcasts are scheduled for 57 stations of Mutual net to begin April 25.

Tie-tim will be with Willys dealers.

tual net to begin April 25.

Tie-up will be with Willys dealers, and the promoters of the one-nite spots, the former agreeing to buy a block of dance tickets in each town, to be given to prospective buyers of cars. Itinerary is set, with first three broadcasts to come from Chicago, the fourth from Memphis, and then the fourth from Memphis, and then the fourth ard East, to double back later for West Coast. West Coast.

Most of broadcasts will be taken Most of broadcasts will be taken, from regular station studios, and if a dance appearance is also scheduled for the same night it will be done after radio program which is sched-uled from 9.00 to 9.30 p. m. Where not possible, pick-up will be direct from ballroom.

Furgason & Aston Expand

Chicago, April 13.
Furgason & Aston, station repfirm, opening two offices within the next couple of months, expanding their total coverage offices to six, spotted in the key spots across the country.

spotted in the key spots across the country.
Opening first in Atlanta on May 1 with office No. 5, with Gene Furgason readying to flip to the Coast early in June to establish connections in Los Angeles and San Francisco.

New at Kearney, Nebraska Kearney, Neb., April 13. Robert Turner new chief engineer at KGFW, and N. B. Weisenberger just spotted as his assist.

Several others are under consideration of the pop programs.

Duncan Wagner new mikeman at station.

WHAT THIS

WSB's Wet-Dry Debate

Atlanta, April 13.

Lambdin Kay, manager of WSB, is, planning to let the wets and the drys rassle it out over the air before Georgia's voters go to the polls on June 8 to ballot on a repeal amend-

in the election, Kay is going to offer WSB's facilities gratis to both sides,

WSB's facilities gratis to both sides, with a fair shake guaranteed. To insure this he plans to meet with committees from the prohibitionsts and the repealists and work out the details for an orderly debate of this question of statewide interest.

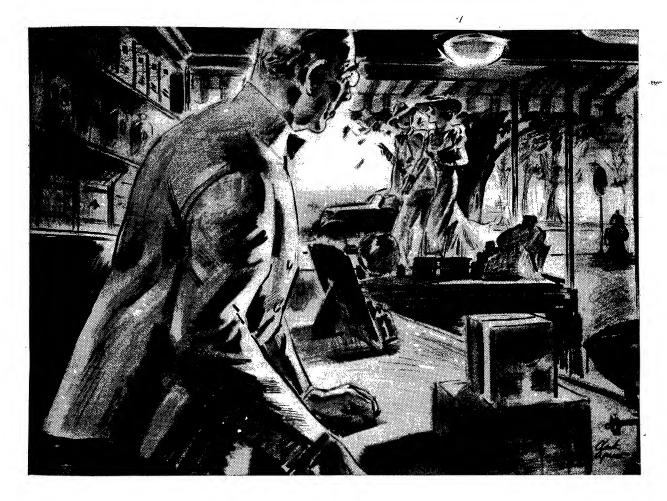
nce no candidates are involved

. is more combinations of markets like Philadelphia with stations like

WCAU **50,000 WATTS** Philadelphia

ROBERT A. STREET. Commercial Manager

"Owed to a shelf-conscious gentleman..."



Advertising Support-right through the Summer!

TODAY, as never before, advertisers know that dealer support must be year-'round. If it isn't, sales can languish, dealers lose interest, dominant position in the market can be lost. Competitors can step in and the cash registers will be ringing for somebody else.

By far the great majority of NBC advertisers know this. They keep their dealers' minds off their shelves by running a straight 52-week schedule. People

respond to this by the millions—and never more strongly than in summer. They have the money, and the urge to spend it. There's nothing like an NBC Summer Program to swing them to your dealer... to your product.

... 97% of the great NBC Winter Listeners are available, any week in the summer. Less than 3% difference. Even then, at some hours, there are more listeners than in winter!

...92 out of every 100 adults are at home in any one summer week all summer long. And of those 8 out-of-towners, 5 are in radio-equipped residences. "Radio Goes Where People Go!" (This doesn't even include the 4,500,000 automobile radio sets.)

...An advertiser saves 10% on his annual broadcasting time cost if he runs the 52 weeks. (Over 57% of NBC's advertisers do this—they're smart!)

RCA presents the "Magic Key of RCA every Sunday 2 to 3 P. M., E. S. T., on the NBC Blue Network

National Broadcasting Company

A Radio Corporation of America Service

Spots Seldom Grow Into Shows; Kansas City Area Philosophical **Except on Over-Written Blurbs**

hyphen — the spot getting a advertisers. Spring apparently some sort of 100-word for the out It's brought

It's brought out icker than choke-cherry sprouts. tations in practically all cases limit large buyers on number of apots aired per day. There are no hard and fast rules on this but it is generally observed by the stations. Schedules are packed and it takes no little amount of juggling to make the day's work add up to 'good programming.'

Some stations like to kid them-selves into believing it's the build-up-to program accounts but actually they know that the client. in many cases, will cold-shoulder the station in the regular entertainment pro-rams until again ready for a sea-sonable crop of spot announcements.

Over-Written

There is one thing they all agree on and that's contracted limits. They go on the assumption that the client can read and when the contract specifies either 50- or 100-word limits that is just what the customer will that is just what the customer will get. Iue pencilers are under orders to keep all announcements strictly withi contracted space. Some stations include client's name and address in the word count. In the past spot announcements, on several stations, have been allowed to ramble on until the client was satisfied that hi message' had been amply drink.

covered. That's now referred to as 'the good old days' as far as Kansas City stations are concerned.

Spot rates, as is pretty much the case throughout the country, are high enough so that it an easy jump to 5-minute periods and from there by easy stages to 15-minute periods. But these Spring customers want spots and that's all.

Spot announcement incomes occupy spot announcement incomes occupy prominent space in station budgets. One station hereabouts admittedly derives 65% of its total income via that route. Other stations hang more to a 25% average, however, it's up from that at the present ti

from that at the present ti
Continuity staffs are of the opi jon
that it's more work to handle a spot
account that it is a quarter-hour
program. In that regard it's the only
time on record in these parts that
the typewriter massagers feel the
management is losing money on
their particular output.
Normally the heavy spot schedules
wouldn't make a whole lot of difference but time biz has been holding
to igh levels, the late winter slump
didn't arrive and spring biz is exceeding expectations.

Catalina Airing Again

COURT DOCUMENT GONE

Murder Charge, Seven Years Old, May Be Beaten on Fluke

Detroit, April 13. Because of a lost indictment, Black Leo' Cellura may escape prosecution on a charge of murdering Jerry Buckley, WMBC commentator, in 1930.

Judge George Murphy, hearing Cellura's trial on charges of killing William Cannon a few days before the Buckley murder, called for the indictments in latter case last week. Court files failed to turn up the papers. Judge Murphy has called all principals in the Buckley case to a conference to clear up puzzle.

Three others, Ted Pizzino, Angelo Livecchi and Joe Bommarito, were acquitted of the Buckley slaying several years ago, but the first two are serving terms for another murder,

Draper's Ma Auditions As Air Commentator

Muriel raper, mother of Paul Draper, the tap dancer, was audi-tioned last week by NBC. Widely traveled Mrs. Draper is being considered as a deluxe conversationalist.

NBC seeks a femme who can get

away from the standard news hash

Football Clinic

ansville, Ind., April 13. Clarence Leich, irector of station WGBF here, has sent sports an-nouncer Paul Clark to the football clinic at Purdue University this

week.
This clinic is held for the benefit of sports writers, announcers, com-mentators and coaches for the pur-pose of acquainting them with new trends in the gridiron game.

CANADA BORED BY DULL GAB CONFIDENCE MEN

John, N. , April 13. While making an investigation of broadcasti ern provi Wilfred Boyev, a director of the Canadian Broadcasting Corp., declared dry-asdust word jugglers. He claimed the talkers must go dramatic or find the welcome sign off the CBC doormat in future. Too long, he asserted, has Canada been surfeited with drayappers who might get by in a classroom, where the victims cannot escape without putting a hand aloft, but over the air 'tis different. The patients go impatient, and switch the radio off, or dial elsewhere.

If the colonel succeeds in pepping up the talkers he will be conferring a blessing on the radio public aswell as the CBC. He could start at Ottawa, where ief offenders have been the Canadian politicians. director of the Canadian Broadcast-

have been politicians.

DETROIT BASEBALL SHARED BY ACCTS

Detroit April 13.

Detroit, April 13.

iring of Detroit Tigers' baseball games this year, deal for which was finally completed late last week after considerable delay, calls for split sponsorship by White Star Refining (Standard Oil subsid), and General Mills. There'll be no co-sponsorship, but companies will alternate on days. Deal understood to include \$45,000 to Walter O. Briggs, owner of the Tigers, for park rights, the same as last year. Both home and away frays will go out over WWJ and the Michigan Radio Network. Ty Tyson, who's been handling WWJ's baseball broadcasts for more than ten years, will mike home contests from Navin Field here and also reconstruct abroad games via telegraph at this end. Due to New York and Boston restrictions, however, contests there can't be aired.

Harry Heilmann, ex-Tiger player and sports commentator for WXYZ, will handle play by plays over WXYZ's web, both at home and by reconstruction at this end on away games. Heilmann will also mike a 15-minute daily resume of the games over WXYZ for Old Gold cigarettes.

Through arrangements with NBC

Through arrangements with NBC and other stations, both WWJ and WXYZ will stick on air with baseball doubleheaders regardless of

time.

Splitting of bill by White Star and General Mills came about through a compromise agreement. White Star for past three years had corner on the home airings, with General Mills ditto on the out-of-town games. Figured both would benefit if one sponsor's commercials were read one day and the other's next day, etc., on the entire season's schedule.

Columbus, April 13. Columbus, April 13.

Baseball broadcasting contract for American Association games here went to WBNS after local stations bad ited weeks for decision by General Mills and Socony Vacuum Oil Co., co-sponsors.

Bill McKinnon, sports editor of the Columbus Dispatch, and Jim Yerian of the WBNS staff will handle the mike assignments. Same pair covered games for WBNS last year.

Local season takes off April 22,

WIRE agai set for Wheaties broadcasts of all Indianapolis Ameribroadcasts of all Indianapolis Ameri-can Assoc, games. Home games will be remoted direct from Perry Stadium here, while games, away will be off the ticker. Norman A. Perry, Jr., whose father owns'the ball club, is expected to be the WIRE lay by play spieler; while Morris icks will supply the color. Hicks is also on for 15 minutes im-mediately after each home game, for

mediately after each home game, for a resume. On the out-of-town games, Hicks ill do a spot before the game is played. Both of these shows bank-rolled by Keebs Bisquits.

Axton-Fisher Tobacco Co. (Twenty Grand Cigarettes) signed 26-week contract for Walt Lochman's (Sports Revi '.' Quarter hour to be aired Mouday through Saturday via KXBY, Lochman also does the play-by-pay description of all KC Blues' games for General Mills.

THESE ARE WFBR

Maryland listeners have confidence in what they say

All too often unknown and unnamed are the station announcers—the men whose voices carry your advertising message to the listen-ing public. Not so at WFBR. Carefully chosen, painstakingly trained, WFBR's announcers merit the title "Confidence Men."



212-09-2763

NELSON BAKER graduated from a Baltimore high school where he took part in dramatic and athletic activiti Worked in the adilorial department, a Baltimore newspaper. Sang profes-sionally in Baltimore. Joined the WFBR announcing staff in 1935.



577-05-8572

RALPH POWERS, after 3 years of N.Y.
U., bacame a cub reporter. Tried carteoning, film-booking in Hollywood, and "barking" on Broadway. Decided to try "barking" into a mike and made good at announcer. Now in Baltimore at



212-09-2758

HENRY BLANC jumped from college to microphone in San Francisco 10 years ago. After 3/2, years in Frisco and 5 in Portland, Oregon, he heard the "cell of the East" and settled i Ballimore, joining the staff of WPBR.

Protecting Public Confidence WFBR profects public dence by a quiet, unobtrusive ceusorship of what neers may announce. No liquor advertisin

No station-break uncements No station-preak: uncements
for laxatives during evening hour
No "phoney" offers. No controversial subjects. No "knocking" of
competitors. No comparative

Next Week: More Confidence Men



MORE ADVERTISERS **USE WOR AS** Supplemental

All the people you may want to sell don't listen to the same shows at the same time. And more and more of this country's biggest buyers of radio time are becoming very much aware of this. WOR seems to be their first choice for supplemental coverage in Greater New York. In fact, WOR's supplemental time sold during 1936 showed a 92% increase over that for 1935.

WOR

Unionize White Collars Via Radio

Radio is being used directly as medium for up members for a proposed Bookkeepers, Stenegraphers, and Accountants Local, and WEVD, New York's labor-union' stati, donated time for a series of programs to help cause along.

Heralds are being thrown around downtown sector of New York, where office workers abound, plugging the programs. Idea is to get white-collar employes listening in on the periods, and thus sell 'em on unionism, without antagonizing bosses by having organizers walk in and solicit memberships among the employes. To date, Aline McMahon, Alexander Kirkland, Margaret and Mrs. Sam Jaffe (Lillian Taiz), from piets and legit, have appeared gratis on the programs, and indirectly exhorted the office workers to unitie.

ni ize.

WEVD, which sells time to flock of different unions at a WEVD, which sens time to nock of unerent unions at a speci scale of less than regular commercial rate, figures that if it aids em-bryo union in getting on feet, may ultimately get some biz later on. And then, too, it's general WEVD policy to abet uni

PACIFIC COAST RADIO NOTES

Bob Roberts, manager of KYA, ing the renovations ich mean San Francisco, leaving April 24 for Los Angeles to attend the opening of KEHE's new studios (26). KYA expects to originate a number of special decideratory programs to be aired over KEHE during the week of the opening. Both are Hearst transmitters and affiliates of the California Radio System.

John Held, Jr., pitches his Pontiac show on campus of University of

Betty Marino, NBC violinist in San Francisco, spent several days in a hospital last week under ob-

Bill Bowen, of the NBC technical staff in San Francisco, has taken an indefinite leave of absence on ac-count of illness.

Don Steele is emceeing a new weekly show on KYA, San Fran-cisco, using Walter Rudolph's ork and personalities from the show world as guests. Paul Pendarvis was on the first program last week.

KOIN, Portland, is expanding its office space to take over another slice of the Heathman hotel mez-zani Charles Couche is supervis-

John Held, Jr., pitches his Pontiac show on campus of University of Southern California April 16,

Vic Dalton bought the transmitter site of KMTR (Hollywood) from Loew's, Inc.

Peggy Lane, eastern air torcher, is at Paramount studio for a film test.

ill Hebert and Leon Benson take over scripting of 'Paramount On Parade' from Eddie Moran.

Will MacBird (Bill ird), Pasadena radio ed, dishing up the publicity for L. A. Federal Theatre of the Air.

Mitton Berle would like Tommy Bond, six-year-old, to do regular Sabbath duty on his Community (Continued on page 75)

JOHN BLAIR CO. PROPOSES 6-POINT CODE FOR CONTROL OF CHAIN BREAK ADS

Murray Grabhorn Pushes Idea, but Other Sales Reps Lukewarm-Mounting Cost of Blurb-Selling Also a Factor

irst move from within the broadcasting industry itself to regulate, if not eliminate, the us of chainbreak announcements was made last week New York v.p. py Murray New York vp.
and gen. mgr. of John Blair & Co.
Grabhorn submitted to fellow station
reps and also to NBC a resolution
ruging that industry abandon
the practice of selling specific spots
for announcements and instead contract them on what Grabhorn describes as a 'general floating schedule basis.'

scribes as a 'general floating schedule basis'.

Grabhorn has so far received little encouragement for his idea from fellow leading reps in the business. Their hesitancy has derived from a feeling that if they did line up with Grabhorn on the proposition there would be nothing to stop competitive reps or stations from getting to agency time buyers and offering them specific spots. NBC has expressed a warm interest in Grabhorn's plan and declared that it was certain that it could get Columbia also to line up with the reps and put on a campaign of persuson's among network affiliates. Among the reps that. Grabhorn has approached with is resolution are Edward Petry and Paul 'Raymer.

Under the system which Grabhorn seeks to have adopted the only thing that stations would guarantee when it came to scheduling of announcements are the two or three-hour segments of the day selected by the advertiser. For instance, the time buyer would pick the 9 to 12 noon stretch and the exact moment of insertion would be left entirely to the station's judgment.

station's judgment.

cost of handling announcements is becoming rapidly too uneconomical, for either the agencies or the reps. Average time buyer ith 25 towns on his list will call for detailed info as to available spots from anywhere from 75 to 125 stations, with the result that the time; labor and communication costs entailed allows for little profit; for either the agency or rep.

Grabhorn's proposal follows:

(1) That-spot announcements will

agency or rep.

Grabhorn's proposal follows:

(1) That spot announcements will be sold on a general floating schedule basis and shall be offered to the sponsor on the basis of his election either between the hours of 7 a, m, to 9 a. m.; or between 9 a. m. to 12 noon; or between 2 p. m. to 6 p. m.; or between 4 p. m. to 6 p. m.; or between 6 p. m. and 10:30 p.

(2) That no specific times ill be offered to any sponsor on the basis of its desirable location adjacent to any one particular program: the local or network, sustaining or commercial excepting as such offering applies to those cases related in paragraph 3 of this resolution.

(3) Time signals and weather reports shall, because of the definite service rendered the listeners, be offered at specific times which may be guaranteed, subject, of course, to other accepted broadcasting commitments such as pre-emption of time by the network, important special events, and emergencies. The commercial copy of such announcements shall be limited to twenty-five (25) words.

(4) No announcement of whatever

avertiser. For instance, the time words.

(4) No announcement of whatever length, other than time signals and teation's judgment.

Grabhorn is of the opinion that the

progra
origin.

(5) Station management may, at its
own discretion, rotate announcements scheduled in the vari us ti
brackets outlined in paragraph 1, as
long as such rotation occurs within
that bracket and does not pass from
one bracket to another.

(6) These resolutions are
purely for the purpose of furthering the cause of intelligent and entertaining program structure, and
are not to be construed as affecting
any other policies now in effect 38,
any of i juidual stations concerned.

Cairo Radio Meet

March 26.

Preparati re now being made by the organizing committee for the holding of the International Wireless Telegraph conference here February, 1938, and for which a provisional credit of \$125,000 has been made in the budget of the Mi istry of Communications.

Ministry of Foreign Affairs is reported to have received a note containing various proposals from the United States Government and this now in the hands of the Cairo authorities for study.

WAR DRAMA BOWS

WAR. JRAMA BOWS

Experience of a Million Menepisodic war drama, bows tomorrow
(Wed.) on KFWB under sponsorshi
of Hudson dealers. Licut. William
Biber authored and aids in the production.

Hudson Motors holds opti
national airing.

Collin Driggs, organist, eye-opener at WDRC, Hartford, running a program director contest asking fans to suggest complete half-hour show. Prize-winning bill aired weekly.



Agencies—Sponsors

Globe Dep't. Store of Los Angeles sponsoring new scripter, 'Saving Sue and Her Husband Jack,' on KECA. Mr. and Mrs. John O'Farrell authored and take the leads,

Texas Oil Co. having series of 39 transcriptions on unsolved mysteries waxed by American Radio Features in Los Angeles.

B. Byan of Ruthrauff & Ryan the Coast for series of huddles with Myron Kirk and agency's pro-ducers. Outfit's Gillette Community Sing cuts off 15 minutes for half-hour swing starting April 25.

Gerald Griffan's professional enter-tainment night at the Paramount theatre, Brooklyn, is being sponsored Michaels Brothers, furniture from 9:30 to 10 p.m. each Fri-day via WMCA, N. Y.

American Cereal Food Products Co. underwriting Frank Knight and Andy Jacobson ensemble in Weetab-lix Salute' weekly on Yankee net.

Fred Hoey, New England's play-by-play fave, Saturday (17) gets going on Boston ball season under alternating auspices of. Socony-Vacuum and General Mills, All 13 Cottonial professioners. Bare 18 Colonial vents, from Bangor Bridgeport, carrying.

Zeke Manners' gang started series of 30-minute programs last week on WNEW, N. Y. Will broadcast at 10 p.m., Mondays through Saturdays, with Consolidated Drug Trade Prod-ucts sponsoring, Benson Dall, Inc., Chicago, handled account.

New Orieans stations have added lot of new biz lately.

WDSU has added 11 new programs, as follows: 'General Foods, 30 one-minute transcriptions, as follows: 'General Mills, 17 baseball games; Carter Medicine, 260 spots; Kirschman's Furniture, 15 minutes daily for 52 weeks; Korss Lumber Company, 630 spots; W. J. Marchand Company, 630 spots; W. J. Marchand Company, 630 spots; Bernard & Gruning Jewelers, 13 half-hour shows; St. Regis Restaurant, 13 half-hour shows; Jefferson Bottling KOA, WHDF, WMP, WGN, KGGF,

Union Oil Co. of California re-ewed Jack Runyon's "Thrills' for 13 eeks; Output Cola, three spots daily for 26 weeks; Rhythm Club, nightly.

WWL new business includes: Nehi.

WWL new business includes: Nehi, half-hour weekly disc through James A. Green; Norge, two 15-minute discs weekly.

WGCM has added Carter's Liver Pills, spots; Chevrolet's Musical Moments, 15-minute discs, thrice weekly; United Drug (Rexall), Magic Hour discs, 15 minutes for 15 weeks.

& Gamble (Crisco). through Compton agency, signed to 90 one-minute transcribed announce ments, thrice weekly, on KFRO weekly, on KFRC,

Lever ros. (Soap), through Ruthrauff & Ryan, spotting 260 announcements, thrice weekly through May 31, 1938, on KFRC, San Francisco.

Howard Clothing Co. bankrolling five-minute Final Night News' twice weekly for 26 weeks on KFRC, San Francisco. Lowe Features placed.

Pacific Gas & Electric Co. has re-newed its Tales of California' drama series, authored by Samuel B. Dick-son, for another 26-week stretch over KGO, San Francisco. New con-tract ires Sept. 26. Placed di-rect.

Zerbst Pharmacal Co., of St. Joseph, Mo. (cold capsules), through Barrons agency, St. Louis, using 50-word, announcements April 18 through Oct. 17.

Biow has taken for the Westfield Watch Co. time signals on WGY, Schenectady, for one year, six time daily, Monday through Sunday, Westfield is a subsidiary of Bulova.

Blackett, Sample and Hummert placing for Lava (dirt-removing soap) one-minute transcriptions,

Not Even the Glory

Philadelphia, April 13.

It's all in name of good, old charity, but Jimmy Allen, WIP program director, is frazzling. He agreed to put on si 45-minute shows for community chest campaign with every other station in town, except WCAU, taking. Then reps of all stations got together and agreed that no outlet should be plugged on programs which left Allen with all the work cold gravy.

KFRU, WHO, WEBC, WGBF KFPW, WFBM, WDAF, WHAS, KGLO, WTMJ, WCCO, WKY, WOW, KMOX, WBOW, KTUL, WOC KWTO, KSOO. World did the cut-

Pont placing a quarter-hour of int Parade' discs through local dealers.

Hyde Park Beer, St. Louis, to sponsor a daily 'Dope From the Dug-out show over KMOX during base-ball season. The program will be heard just before call of 'play ball' and will come directly from dressing rooms of teams. France Laux, vet sports announcer for station, will do the interviews.

Brown & Williamson, makers of Viceroy and Avalon cigarettes and Sir Walter Raleigh tobacco, last week okayed its summer spot schedule involving sport: reviews and daily baseball game summaries. Stations contracted for various periods include WOR, Newark; KMOX, St. Louis; WSB, Atlanta; WFBM, Indianapolis, KSTP, St. Paul; WTMJ, Milwaukee; KOIL, Omaha; WFOR, Lincoln; WFIL, Philadelphi; WRVA, Richmond; WSJS, Winston-Salem; WJDX, Jackson, Miss, and the Don Lee Network (Fran Bull).

Top Hatters, KYW Philadelphia house band, bought by Batten, Barton, Dustine & Osmorne, for 15-minute weekly Hudnut Perfume prog. Starts this Friday.

J. Walter Thompson, Chicago, spotting 15 minute periods following ball games for Emerson Drug Co. (Bromo Seltzer).

Selviair, Chicago agency, signed Sure, breath purifier, for 15 minute daily period before ball game broad-cast on WJJD.

nouncements on KEX and KGW. Friday offers 21 cash prizes weekly Lambert Gardens have spot announcements on KEX. Gardner Nursery contracted for a series of fiveminute programs on KGW. Friday offers 21 cash prizes weekly for jingles and also a grand prize of a 10-day all expense trip to the Crazy Water hotel at Mineral Wells, Texas.

Grant Watch has time signals for 52 weeks on WIND, Gary, Ind.

Frank Presber agency, Chicago, signed three 15 minute a.m. periods weekly on WMAQ, to run 13 weeks, for Lipton's Tea.

Hayes McFarland, Chicago, li up program for Stewart-Warner re-frigerators. Understood to be going

Bert Herrick, formerly with Schwimmer & Scott, Chicago, now in charge of radio at Chicago offices of N. W. Ayer.

Bedell Store signed up for series of tri-weekly 15-minute programs on KGW, Portland. Spring fashions for women is the theme.

Sears-Roebuck trying out day announcement service KGW, Portland, for one month as a test to see whether the daytime spot has as much sales appeal for women cus-tomers as after 6 p.m.

Skelgas Co. has bought five quarter hours weekly on WMT, Cedar Rapids, using the WMT Germar band. Program placed through Ferry-Hanley agency, Kansas City

Western Grocers' rotective Assn. (iceberg lettuce) set for spot par-ticipation on the 'Magic Kitchen' over WMT, Cedar Rapids, and KRNT, Des Moines, through J. Walter Thompson.

Refrigeration & Air Conditioning Refrigeration & Air Conditioning Corp. of Youngstown, Ohio, has a new program on WHO, Des Moines, called 'The Old Song Book,' pro-duced by Harold Fair, program di-rector, and using Mrs. Mable Mad-den, soprano, and Carlos Fessler, baritone, National Classified Adver-tising agency, Youngstown, handle the account.

J. P. King broadcasting news comments daily now Monday through Saturday at 7:45 a.m. over WABC, N. Y., in a new 15-minute stint spon-sored by Household Finance.

Volney T. James, Coast radio adv rey, went for the bath after adding up \$440 in assets against \$4,035 or the red si

Plant nurseries and golf clubs are are handling a variety program on providing Portland, Ore., stations with new seasonal Peninsula of the Crazy Water Co. The quarter Golf Club bought a series of anhour program on Wednesday and

Omar Baking chalked up 1,000th broadcast over WBNS, lumbus, with Wednesday (7) formance of Mary Baker's Mati

Orville Foster's 'Day Dreamer' program has been sold to Maher's 7-Up Co, for the Iowa network.

Louise Fitch, head lady of the for-mer Wrigley 'Mortimer Gooch' show, now topping the new Columbia script show out of Chicago, 'Man-hattan Mother,' along with Kaye Brinker.

Cliff Samuelson, General Mills, in icago an o. o. of the baseball announcers get-together.

Jimmy Corbin, singing ianist, KSO, has been sold to the Goodman Motor Co. of Des Moines for daily quarter hour show.

Lawrence Holcomb is returning to Fletcher. & Ellis' New York office May 1 as head of the radio depar-ment. Holcomb quit this same job-a couple years ago to take charge of NBC's conti ity staff in Chicago.

Richard Compton, head of the Compton agency and Leonard T, Bush, v. p., were touring the courtry last week looking the field over for local shows in behalf of Pall Mall cigarets, Chain-break anouncement idea has been dropped for want of enough choice spots to Mall cigarets, Cha nouncement idea has for want of enough c make it worth while,

Gumbinner agency is doing some quizzing around for Palm Beach cloth. Inquiries involve package announcement availabilities in a number of towns.

Twenty Grand cig has wound up its buys for the baseball season with sports revue deals on WWJ, Detroit, and WXBY, Kansas City. Ruthrauff & Ryan is the agency.

B. errick has been named radio director for N. W. Ayer's Chicago office.



Hi-didle-didle! No more need you fiddle For plans that bring sales results

Let appropriation Include this fine station,

And watch sales jump over the

We tried to work WSYR into this rhyme, but it wouldn't fit. However, we're in ill fit we're in ill fit into your sales plans, if you seek dominant, ag-gressive coverage of the rich Central New York State market.

Please remember WSYR's four-fold power increase and basic NBG Buse Network affiliation are more than are radiosales arguments. They revour guarantee of a peak audience. Speaking of peaks, take a peake at our latest surveys and mail response data. Yours for the asking.

ASK

SYRACUSE, NEW YORK

constant been receiving a constantly increasing number of replies RAPINWAX PAPER Improvement in radio advertising carried over into February with gross revenues for time sales bounding \$1.% over the level for the same month of last year, according to estimates of National Association of Broadcasters issued last week. (0. issued last week.
roadcast business amounted to \$10,182,325, a drop of 1.8% under January. Web volume was 5.7% below January and local advertising dropped 2.5%. but regional network business went up 4.5%, and national-nonnetwork revenues climbed 8.7%. All branches were better than February. 1936, with local station accounts setting the pace on a 40.8% rise. February total was distributed as follows: national networks, \$\$7,14,443; regional networks, \$96,382; national-non-network, \$2,517,000; and local, \$18.54.500. RAPINWAX PAPER CO as nor livescore.

This was fall justified the long term postroot, as your for our description program for this are your for our description program for this part tory. DEBLY STARY COMMING Merull Thorthwests Leading Radio Station MINNEAPOLIS SAINT PAUL 25,000 WATTS

Study of non-chain business showed transcription volume made the greatest improvement during the month, rising 9.2% and bringing in \$8984,980. Talent receipts and record volume were practically unchanged at \$2,234,900 and \$89,000 respectively, but announcement business ined 6.1% to a total of \$1,063,400.

Inside Stuff—Radio

whole case is without foundation.

Local 802 and WMCA, New York, are glowering at each other over a former member of station staff, Rose Diamond, an organist, on whose behalf Musicians' union has demanded that WMCA pay organization \$1,090, sum involved in a salary dispute.

Organist worked two programs now departed from station, Goodwill Court' and a commercial for a cemetery. Recently her contract with station expired, and she did not get renewed.

At union hearing two WMCA reps were present, but were not permitted to cross-exam Miss Diamond, nor speak for station. Station claims whole case is without foundation.

There's more than small talk on the Coast that all is not well between Ward Wheelock, of the F. Wallis Armstrong agency, and Bill Bacher, producer of the agency's 'Hollywood Hotel.' Wheelock made no secret of his displeasure at Bacher's move in doing a six-week revamp of the Al Joison show for Ruthrauff & Ryan. Reports persist that Bacher is under exclusive contract to Armstrong, although he says the deal is strictly an oral one. Although Bacher has had discussions with Herschel Williams of Benton & Bowles, the latter dismissed the meetings as nothing more than a get-together of old friends. Bacher produced Showboat for B & B prior to his Armstrong connection.

Walberg Brown, WGAR, Cleveland, musical director, faced Judge David Copland in court last week on a traffic-law violation. As he waited for his call, Brown began to quiver when he heard workhouse-stretches and fines meted out to similar offenders. When Hizzoner had Brown up before him, he said, Tve heard and enjoyed your music for a long time. This is the first chance I've had to show my gratitude. Case dismissed.' Newspapers spraddled story on page one, played it editorially, and are now being deluged with letters from others who had not radio connections, and who paid fines.



Radio Directory

Radio is a complex thread plaited from four strands: 1—Mechanical and physical development; 2—Law and Government; 3—Show business (production, programming, etc.); 4—Agency-sponsor relationship.

Variety's RADIO DIRECTORY will make a diligent attempt to cut an informative path through all four fields. To this extent it will be unique, and completely without colleagues.

It is our hope, and belief, that the RADIO DIRECTORY will serve as the factual authority for all phases of the broadcasting industry, and have definite value as an advertising media.

To be issued in July.

KYA SHIFTS BIGGEST SHOWS TO AFTER DARK

San Francisco, April 13. programs using the 20-at KYA from daytime ight spots will be made ing next Sunday. Under presarrangement the station's most are

VARIETY

important
aired at 11.45 a. m. and 3.15 p. m.
Manager Bob Roberts, believing
these programs could be presented
more advantageously at night,
dered the change, which will replace
some of the remote controls now
scheduled from hotels.
New 5,000-watt transmitter for
KYA, on which work began last
week, will be completed by May 15.
Tower, 450-foot high, will be located
Candle Point, near Bayview on
the outskirts of the city. Paul
Schultz, chief engineer for the
Hearst outlet, is supervising the job.



"The Romantic Voice"

JERRY

Procter & Gamble DRENE SHAMPOO THURSDAY, 7:45 P.M. COAST-TO-COAST WJZ

EASY ACES

6th YEAR FOR BLACKETT - SAMPLE HUMMERT

N ACI

F.C.C.'S WASHINGTON DOCKET

DECISIONS

Washington, April 13. irmingham, commish reconsidered Washington, April 13.

Alabama: WBRC; irmingham, commish reconsidered action of Feb. 16, 1937, in granting without hearing application to change equipment and boost day power from 1 to 5. kw (application designated for hearing to be held in conjunction with that of the Birmingham News Co., for new station to be operated on 590 ke with 1 kw).

Colorade: Mile High Radio Corp., Denver, application for new station to be operated on 1210 ke with 100 watts nights, 250 watts days, dismissed at request of applicants.

applicants.
Georgia: WRDW, Augusta, granted day power from from 100 to 250 watts.

Illinois: WAAF, Drovers Journal Publishing Co., Chi-

Hilmois: WAAF, Drovers Journal Publishing Co., Chicago, request for power change from I kw days to 1 kw nights, 5 kw days, dismissed at applicant's request; Edgar L. Bill, Peoria, application for new station to be operated on 1040 kc with 250 watts days, dismissed at applicant's request.

Michigan Central Michigan Radio Co., Mt. Pleasant, new station application for 570 kc with 250 watts dismissed at request of applicant and the stational Battery Broadcasting Co., St. Paul, application for new station to be operated on 920 kc with 1 kw dismissed at request of applicant; Northwest Publications, Inc., Duluth, request for new station to be operated on 580 kc with 250 watts, days only dismissed at request of applicant; George W. Young, St. Paul, application for new station to be operated on 920 kc with 1 kw nights, 5 kw days, dismissed at applicant's request.

202 ke with 1 kw nights, 5 kw days, dismissed at applicant's request.

Mississippi; WJDX, Lamar Life Insurance Co., Jackson, granted daytime juice-jump from 2½ to 5 kw and install new antenna system.

North Dakota: KOVC, George B. Bairey, Valley Cliv, granted voluntary assignment of license to KOVC, Inc., 1500 kc with 100 watts, Oklahoma: Times Publishing Co., Okmulgee, application for new station to be operated on 1210 kc with 100 watts, days only, dismissed at request of applicant; Record Publishing Co., Okmulgee, request for new station to be operated days on 1210 kc with 100 watts. KCMC. Texarkana, granted day power boost from 100 to 250 watts, and install new equipment; Wichita Broadcasting Co., Wichtia Falls, denied request asking commish to dismiss from hearing docket the application of West Texas Broadcasting Co. for new station to be operated on 1360 kc with 1 kw at Wichita Falls.

Vermont: WDEV, Charles B. Adams, executor of the estates of Mary M, and Harry C. Whitchill, Waterbury, application for power boost from 500 watts to 1 kw days dismissed at application for new station to be operated on 1560 kc with 1 kw at Wichita Falls, denied request asking commish to dismiss from hearing docket the splication for power boost from 500 watts to 1 kw days dismissed at application for new station to be operated on 506 kc with 1500 watts days.

EXAMINERS' REPORTS

Alaska: Smallie for the frozen north was recommended by Examiner R. H. Hyde, who found the town of Petersburg suffering from a lack of service because of the 'extremely long days' experienced during Arctic summers. Request of Edwin A. Kraft, owner and licensee of KINY, Juneau, Alaska, for a 100-watter on 1420 kc should be granted, Hyde said, in the interests of 'fishermen and trappers who need up-to-date warnings from the Weather Bureau, as well as for the town itself. Lack of transportation facilities and infrequency of mail deliveries practically isolates Petersburg from the world, the examiner pointed out, and radio service would be 'extremely valuable in providing a means of mass communication.'

pointed out, and radio service would be extremely valuable in providing a means of mass communication.

Clarence C. Dill and James W. Gum represented the applicant, with F. U. Fletcher appearing for the commish.

California: Establishment of a daytime 250-watte in the home town of former President Hoover was scowled on by Examiner P. W. Seward, who noted the town already is served by 11 stations in 'all or part of the area proposed to be served by the applicant station.' Application for the Palo Alto transmitter was made in the name of Peninsula Newspapers, Inc., a corporation acting as operating agency for three daily and four weekly rags. Corporation showed assets of \$597.761 with which to build a \$20,000 to \$25,000 transmitter using the 1166 kc frequency. Of this amount, Examiner Brahmall pointed out, \$27,728 was cash and \$198,509 'good will.' In an acid comment on the latter asset, Brahmall remarked that the good will 'could hardly be used to construct a radi broadcast station.'

divulged that the applicant already had signed up to supply advertising time for a greater length of time each day than the station would be on the air. 'If each of these advertisers demands service for the length of time specified in his contract, Bramhall declared, the station would be unable to meet this demand and, of course, would have no time for educational, religious, civic or any other programs.' Applicant, however, explained that the time contracted for was only an estimate of what they might purchase. Clarence C. Dill and James W. Gum for the applicant; Tyler Berry for the commission.

Connecticut: Switch from 1190 kc to 1290 kc, power increase from 100 to 250 watts and change in operation from limited (sharing with WOAI, San Antonio, Tex.) to unlimited, for WATR, Waterbury, Conn., was temporarily okayed by Examiner Melvin H. Dalberg. Applicant retained Horace L. Lohnes, while George O. Sutton, Ashley L. Hawken and James L. Profitti appeared for WIAS. Commish was represented by James D. Cunningham.

Illinois: Thriving Peoria transmitter, WMBD, which reported time sales of \$144,327 for 1936, was recommended for a power boost from 500 watts nights, I kw days, to 1 kw nights, 5 kw days, by Examiner George H. Hill. Revealing success story of the station—which uses the 1440 kc frequency—Hill declared that improvements to the present transmitter would be of service to the community and would contribute to public interest, convenience and necessity. Line-up of station's personnel, programs, policies and profits disclosed steady progress since 1931.

Attorney appearing for WMBD was Horace L. Lohnes, while Hugh B. Hutchison represented commish.

Massachusetts: Request of WCOP, Boston, for frequency-change from 1120 to 1130 kc and change of hours from daytime to local sunset at Salt Lake City, Vlah, was recommended for commish okay by Examiner Hill.

Station, which recently was acquired by Arde Bulova, New York watch manufacturer, has received many requests from advertisers and listeers. Hill's

mainer Hill.

Station, which recently was acquired by Arde Bulova, New York watch manufacturer, has received many requests from advertisers and listeners, Hill's report showed, for an increase in hours. Early winter sunsets reduce station's time from 8:15 p. m. in the summer to as early as 4:15 in December, depriving it of several popular programs.

By coincidence, granting of WCOP's application would result in some interference to WOV, another Bulova station located in New York, Hill found. Change would enable WCOP in Increase its service, however, and might pull the station out of the red. WCOP lost \$14,000 last year, report revealed.

Ben S. Fisher was engaged by Bulova, while Tyler Berry and James D. Cunningham appeared in behalf of the FCC.

Michigan: Cadillac, Broadcasting Company of De-Michigan:

of the FCC.

Michigan: Cadillac Broadcasting Company of Detroit, applying for a new station to be operated on
140 kc with 500 watts days, should be allowed to
withdraw its application, commish was told, by Examiner Dalberg. Outfit filed the necessary motion for
leave to back out, Dalberg explained, and case should
be dismissed without prejudice.

NEW APPLICATIONS

California: Floyd A. Parton, San Jose, new station to be operated on 1150 kc with 250 watts, days only; KGDM, E. F. Peffer, Stockton, boost power from 1 to 5 kw, change frequency from 1110 kc to 1150 ke and install directional antenna for night-time operation, Florida: WDBO, Orlando, increase power from 1 kw to 1 kw nights, 5 kw days.

stall directional antenna for night-time operation, Florida: WDBO, Orlando, increase power from 1 kw to 1 kw nights, 5 kw days.

Georgia: WAYX, Waycross, boost power from 100 watts to 100 watts nights, 250 watts days, Illinois: Mutual Broadcasting System, Inc., Chicago, extension of authority to exchange programs with CKLW, Windsor, Ont., and through the telegraph of the of the Canadian Pacific Railway at Windsor with the Canadian Broadcasting Corp.

North Carolina: WHTR, High Point, change hours of operation from days to unlimited using 100 watts and change frequency from 1200 to 1210 kc (contingent on WSOC, Charlotte, N. C., being granted 600 kc). New York: WNBZ, Smith and Mace, Saranac Lake, voluntary assignment of construction permit and license to Upstate Broadcasting Corp.; Utica, WUTK, Inc., Utica, new station to be operated on 1420 kc with 100 watts.

Texas: KRRV, Sherman, change frequency from 1310 to 1450 kc, install new transmitter, increase power from 250 to 500 watts and change hours of operation from days to unlimited (contingent on the grant of KTBS, Shreveport, La., application for 620 kc), Virgi: Havens and Martin, Inc., Petersburg, new station to be operated on 1210 kc with 100 watts nights, 250 watts days, specified hours (requests facilities of WMBG, Richmond, when WMBC changes to 1350 kc).

CHECK WEAPONS AT DOOR

Seattle Broadcasters Welcome Elmer Pederson to Town

Seattle, April 13,
Radio execs of this town laid down
their stilettos for one evening last
week to welcome Elimer D. Pederson
as new general manager of KOL,
with an informal dinner and program of entertainment at the Washington Athletic Club. Rivalries forgotten, some of the boys met each
other on social terms for the first
time. Pederson, up from KNXHollywood, takes over the KOL
management from 'Archie Taft.
Parly was i charge of Loren
Stone, KIRO commercial manager,
and Robert E. Preibe, manager of
KRSC, Representatives from KOMOKJR, KRSC, KIRO and KOL attended. Burt R. Cole represented
KMO, Tacoma. Event was practically epoch-making hereabouts.

"BARON MUNCHAUSEN"

JACK PEAR

RALEIGH and KOOL CIGARETTES -10 P. M. E.S.T.—Fridays NBC Network

A. & S. LYONS, Inc.

baker

THE GREAT AMERICAN E D I T O B GULF REFINING SUNDAY 7:80-8 P.M., WABC

MYRT MARGE

Colgate-Palmolive-Peet 2:45 P.M.—Men., Tues., Wed. .M.—Mon., Tues., Wed., Thurs., Fri. WABC = CBS



NBC NETWORK TWICE WEEKLY

The Musical Toast of the Southland"
FRANCIS CRAIG

AND HIS ORCHESTRA

NBC Mondays, 11:30 p.m., CST WSM

Management—CRA

Cheap Sets for S. A.

Buenos Aires, March 26. Industrie Electrios Musicales, local arm of Odeon, is preparing to enter into the local manufacture of radio nno the local manufacture of radio receiving sets in competition with American imports and local makes. Plan is to put out good, inexpensive sets to cramp style of locals who sold about 30,000 sets in Argentine during past year. Might also prove a threat to the heavy-dutied Yank sets.

will get going sometime next month when a British engineer arrives from England to construct new plant and to select personnel and set up machinery. New radition will also be subsidiary oceanic Trading Corp. of Amsterdam, Holland.

CBS signed new announcer last week, Charles Alexander, Imported from KYW, Philly.

KTUL Staff Changes
Tulsa, Okla., April 13.
KTUL has added four to staff.
John Harrison and Bob Holt, announcers; Bernice Ash, conti ity; nouncers; Bernice Ash, conti ity; Carolyn Montgomery, warbler, All have had mid-west radio ex-

NIELA GOODE

JUST CONCLUDED

Three Consecutive Weeks PARAMOUNT, N.Y.

ON THE AIR **GUEST ARTIST**

R. C. A. Magic Key, April 18 Ed Wynn Show, April 24





THE WLW LINE (Pittsburgh Philadelphia, New York) is so obviously "The Most Sensible Buy in Broadcastung" it is not surprising that those experienced in radio advertising have been the first to take advantage of its tremendous possibilities.

To the advertiser anticipating increased distribution, it is the logical starting place from which national expansion can gradually occur.

For the larger advertiser, it provides a special facility that will show the greatest return per dollar spent.

SOLE AGENTS

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.

JOHN L. CLARK, President

Complete Broadcasting Facilities Wired and Transcribed

NEW YORK

521 Fifth Avenue Murray Hill 6-2370 CHICAGO

333 North Michigan Avenue STAte 0366 HOLLYWOOD

5833 Fernwood Avenue HOllywood 5315

RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

54

Town Without Strikes

CJIC, Sault Ste Marie.

CJIC, Sault Ste Marie, took advantage of the epidemark, took advantage of the port of the self out not self out to s

Thar She Blows'

"Thar She Blows'
Detroit.

"Defining of the trout season April 24 in Au Sable River, northern Michigan, will be fed by WWI to NBC Red. Two alrings being arranged, one in the control of the control of

WMCA's Quizzdom Court

Latest addition to series of audience question-and-answer programs was started last week by WMCA, N. Y. Called Quizzdom Court, it airs from Park Plaza theatre, Bronx, each Friday night with questions and answers being asked by radio audience. Alexander's department stores sponsoring. Radio listeners get tickets to the theatre, while prize winners in the house audience get special awards.

ie-In with Editors' Group Indianapolis.

United States Senators Sherman Minton (Indiana Democrat), and H. Styles Bridges (New Hampshire Re-

TRUMPET KING OF SWING

LOUIS *

AND HIS ORCHESTRA

ISCHMANN YEAST Walter Thompson) 9 P.M. E.S.T. Every Friday, WJZ Blue Network

Paramount, New York This Week, April 14

DECCA RECORDS

MGT, JOE GLASER ROCKWELL-O'KEEFE



Fred Allen

Portland Hoffa

in "Town Hall Tonight" SAL HEPATICA IPANA WEAF-Wednesdays 9-10 P.M. EST .. WALTER BATCHELOR publican) both came to town for Indiana Democratic and G. O. P. Editorial Association dinners on Sat. (10), as the wind-up of two-day session of Hoosier State Press Association (non-partisan). Eugene C. Pulliam, newspaper owner and owner of WIRE, carded both for air appearances over his station.

Also on Friday (9), WIRE, as part of the 'Anything Can Happen' program, produced by Jack Stilwell, had both G. O. P. and Democratic editors on for informal interviews.

Legislative Session

inal session of Maryland State Legislature aired by WFBR turned out to be a pretty hectic branigan with last-minute jam of legislation to be acted upon, bringing out some peppery action on the part of the solons. Doings lasted all night, but station broadcast only two hours of it, starting at midnight and ending at two am.

It was a great show while

of it, statums at immediate and ing at two am.

It was a great show while it lasted and ran the gamut from comedy monologue to vocalizing and a harmonica solo by one of the statesmen. Stewart Kennard handled the tie-up, which was a remote.

WIRE Tie-Up with Expo

WIRE Tie-Up with Expo
Indianapolis.
When Indianapolis. Home Show
opens in the Manufacturers Building at Fairgrounds here Thursday
(15), WiRE will have nice commercial tie-up. Outlet has had a different speaker each evening for past
ten days, on for a free five-minute
spiel boosting the show. In return,
flome Show has donated to WIRE
booth space at the exposition, and
remote pickups. Number of live talent local shows will be aired.
Sales staff was given the go signal
to sell time to local sponsors for
flome Show Reporter, roving announcer type idea, with the staff
spieler scheduled to stroll along the
aisles at the exhibits, and tell what
the sees. Sponsors who have booths
at the affair are being sold from
attrolling amouncer carded the stop
at each sponsor's booth for the contracted minutes, and deliver his impressions of what is going on there,
plus interviewing the crowd, etc.

Civie Pride Build-Up
Rothester, N. Y.
WHEC is highlighting its Stone
1320 sustaining program Monday
nights with salutes to Rochester industries. Morden Buck of the staff
interviews high officials of such
companies as Taylor Instrument,
Bausch & Lomb, Kodak, different
one each week, bringing out type of
products, scope of industry, number
(Continued on page 79)

N.A.B. Directors, in Delicate Position. Decide to Avoid Mention of Probe

Washington, April 13. Hands-off attitude toward a Con gressional probe of ness was adopted last week by directors of the National Association of Broadcasters.

Although attempt was made to put the industry group on record as welcoming a sweepi inquiry into atteged abuses and monopoly evils, the irectorate finally decided Wednesday (7) to take no position for fear any expression would be misconstruct. Agreement to main officially unconcerned was reported acceptable to all factions, although some members, primarily spokesmen for indexents. alleged abuses and monopoly evils

ported acceptable to all factions, although some members, primarily spokesmen for independent local stations, were clearly dissatisfied.

With all present denying any wrangle occurred, of the acknowledged reasons for side-stepping the question was opposition of networks. Si the Connery resolution, authorizing the contemplated inquiry, singles out chains, web members felt endorsement would be tantamount to a condemnation of networks. Rather than be put in the light of encouraging Congress to go after one faction, industry reps decided they should

stick together as far as public appearance is concerned.

Hands-off attitude also was prompted by fear of antagonizing the Federal Communications Commission. Since the Commish, as well as chains, will be the target for any Congressional group, N.A.B. rulers were apprehensive that a par on the back for the investigation would look like a direct slap at the F.C.C. and might invite retaliation from the regulatory body.

Board stand is in sharp contrast with the way the industry handled the investigation subject several years ago when Senators Clarence C. Dill of Washington and James Couzens of Michigari were agitating for a far-reaching probe. On that occasion, N.A.B. officially welcomed Congressional attention to industry matters. The Couzens-Dill resolution was materially different from the Connery proposal, which is one reason why the board decided it would be expedient to duck the issue this time. be expedient to duck the issue this

time.

Itime.

Itime. conceal strategists felt if advisable to mark time, since requests for two other investigations had been pre-sented to the House and Conneryites did not want to get caught in a log-rolling contest between different factions.

See Opening Wedge for Gov't Radio

Washington, April 13.

Drive to put the government into the broadcast business as means of protecting five frequencies reserved for Federal short-wave operation is making progress in Congress. Hearing are sladed shortly on the Celler bill, authorizing \$750,000 appropri tion to erect the first government-owned station for international service.

international service.

Celler bill, introduced more than two months ago Celler bill, introduced more than two montas ago, has been getting little attention from Congressional leaders up to the present, but the House Naval Affairs Committee is tentatively carded to hold public discussions of the proposition at an early date. Companion bill is due for introduction in the Senate so the fight can be opened up at both ends of the Chaitlel. Capitol.
Scheme, opposed by commercial broadcasters as

the entering wedge for Federal ownership, involves construction of a station by the Navy Department and operation by the U.S. Commissioner of Education, Programs of national and international character would be broadcast for the purpose of generating good-will among nations of the Western Hemisphere, with advisory council comprising tit Secretary of State, Director General of the Pau-American Uniôn, Chairman of the Federal Communications Commission and Commissioner of Education determining policies. No commercial adversing could be permitted, although station could be rented to private operators.

Currently one of the frequencies which station could be considered to private operators.

Currently one of the frequencies which station could be semitted to private operators.

H. S. HETTINGER REPORT STIRS F.C.C.

April 13.

Heated controversy has broken out within the Federal Communications Commission over economic problems involved in the matter of frequency reallocation, power changes, and rule

reallocation, power changes, and rule revision. Variery learned today. While no formal word has leaked out, the engineering division was disclosed to be in the throes of a hot fight which is centering around the recommendations of Prof. Herman S. Hettinger, Wharton School of Finance consultant. Hettinger report was submitted to Chief Engineer T. A. M. Craven over six weeks ago, but so far has not been laid before the Broadcast Division. With reallocation being stalled now that a Pan-American agreement appears probable, slight attention has been paid the economic aspects of the whole proposition. Principal struggle is in the technical staff, which is squabling over the collegian's principal recommendations and has torn the entire report apart.

Hettinger Slant

Hettinger Slant

Hettinger Slant
Hettinger findings, reputedly costing the FCC approximately \$100 per
page, are understood to be highly
controversial. In essence, they favor
the chains, clear-channel and highpower stations. Despite secrecy, the
expert is said to be sold on superpower and to feel that the industry
generally should jack up rates.

'Our Mr. Nelson' Feted

Denver, Apri
Third anniversary of the arrival
of A. E. Nelson in Denver as manager of KOA on Saturday (10) men
of the station gave him a stag party
at the Cosmopolitan hotel, with
birthday cake and trimmings. Cake
carried three candles in different
sizes to represent gains in business
since his arrival. They showed
476% gain in money receipts, and
close to 1,000% gain in local time
sales, with 17 times the amount of
money being spent for local talent
in 1936 than in 1933.

CBS Adds Talent

Talent contracted by Columbia Artists last week included the Dalton Bros., vocal trio; Nora Stitling, scripter and skit performer, and Howard Barry, baritone.

Miss Stirling will write and play on a twice-weekly sustaining after-noon series, Funny Things, which CBS starts on April 26. The Daltons, who two years ago had a run on a Columbia contract, commence a two-a-week series of daytime programs on May 4.

Firestone Ducks Heat

For first time in eight years, Fire-stone program will go off the air for summer stretch starting May 31. Show has been on NBC net for eight

saow has been on NBC net for eight years without once laying off.
Sponsor of musical with Margaret Speaks, Richard Crooks, Wallenstein and Amsterdam Chorus feels there is nothing to lose with summer layoff and will resume again around first of November with same setup and personnel.

Spartanburg's New One

Spartanburg's New One
Spartanburg, S. C., April 13.
Negotiations for proposed new
radio station here reported well
under way by Junior Chamber of
Commerce committee and officials
who are engineering the enterprise.
Many business men are in organization or represent large and influential concerns, hence project is reported to have strong backing.
Inquiring newspapermen were
notified the past week that something tangible would probably break
soon. Deal has been cooking for
some time, mostly among the
Jaycees, who have about 100 husiness and professional men as officers
and members.

WGCM, Gulfport, Expands
New Orleans, April 13.
A number of staff additions and improvements at WGCM, Gulfport. New announcers are Jimmie Haslett, Biloxi; Ellis O'Neil and Eddic Carnes, both of Gulfport. Hartford Trosper new chief engineer.
In addition to a 15-minute news broadcast provided by Transradio and sponsored by Philico dealers, station has four hours daily of flesh talent programs.

Lightfoot at WJBY

Againsot at WJBY
Gadsen, Ala, April 13.

Fox Lightfoot is new WJBY program director; shifted over from announcing at WRBL, Columbus, Ga; to replace Phil Walkley, who left for WAPI, Birmingham.

New mikeman at WJBY is Jimmie Strain

HOT SPRINGS SALE HELD VALID

ittle Rock, April 13. io stations KTHS, Hot

Springs, Ark., the Chamber Commerce board of governors Col. T. H. Barton, head of the Li and owner of stations KARK, ittle Rock, and KELD,

KARK, ittle Rock, and KELD, Dorado, for \$75,000 was held vali (10) by Chancellor Dodge. Sale was the cause of a split in the Chamber of Commerce, the membership repudiating the board of governors action. Board then re-signed and a new board was formed. After this action defense attorneys obtained a temporary injunction.

Radio $oldsymbol{A}$ dvertisers

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by Milt Francis-Entertainin

New York's Most Versatile Entertainer

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Other Points Tentatively Agreed Upon

Washington, April 13.

reater emphasis will be placed on regional broadcasting throughout the Western Hemisphere as the result of the recent preliminary radio conference at Havana. First authoritative information about proceedings of the secret Cuban confab, issued, in the form of a lengthy report from the American delegation to Secretary of State Hull, showed that in general U. S. principles, policies and theories were accepted by the experts from Canada, Cuba and Mexico. Conferees tentatively agreed to an allocation system virtually identical with that suggested to the Federal Communications Commission in January by Chief Engineer T. A. M. Craven.

The principal items of agreement were:

The principal items of agreement First, the standard broadcast band

should be widened by allowing conditional use of 540 kc and by adding the channels between 1,550 and 1,600 c for regular servic

ke for regular servic
Second, the 107 separate channels should be distributed for three different types of operation, 38 for exclusive use by various categories of clear-channel transmitters, 33 for regional operation and 16 for local service, including 10 for urban stations and 6 for city stations.
Thind, American standards of interference and performance shall be established as the Western Hemisphere standard.

sphere standard.
Fourth, six categories of stations shall be authorized, with power ranging from 100 to at least 50,000



"HAPPY" LONG Now at KXBY

Yes—the same "Happy" Long who has been at Station WIRE for the past four years, and pro-duced outstanding results for many national adverti

Now Available for

KANSAS CITY, MISSOURI



international duplication in nations which re separated by long distance. Under this idea, stations which are far enough apart may be staggered from the wattage standpoint, so that some regionals on a channel will use medium power and transmitters in another country on the same frequency will high power; and vice versa.

This general scheme of allowing greater duplication was carried even farther in the experts conclusions. A significant innovation is recommendation that channels formerly assigned exclusively to various nations

tartner in the experts' conclusions. A significant innovation is recommendation that channels formerly assigned exclusively to various nations can be used for daytime service only by other countries, subject to limitations to prevent objectionable interference. The effect will be to add the six channels in the present band currently reserved for Canadian use to the number of frequencies available for daylight operation i the United States and to permit the Other countries to use U. S. channels under restrictions which will safeguard domestic transmitters.

The American delegates resisted the proposals of the other three groups that exclusive channels be assigned to each nation, in putting over this idea. U. S. experts emphasized that 20 different factors would be confronted in perfecting a formula acceptable to all nations. One outcome of this discussion was decision to make greater use of direction antennas to prevent international interference.

The adoption of the United States standard practices for regional stations is applied to the North American depotion as a whole, resulting in the use of regional channels by all nations when no interference will exist to any regional station under the engineering standards recognized in the engineering standards recognized in the engineering report of January 11 of the Commission's engineering department, the report stated.

gineering department, the report stated.

Kate Smith Moves

Kate Smith goes on the Young & Rubicam payroll around Aug. 1. Will be co-sponsorship, Calumet Baking Powder and Swansdown Flour (General Foods).

Agency is dickering for time with both CBS and NBC.

WHAM-WHEC Baseball Rivals

WHAM-WHEC Baseball Rivals
Rochester, N. Y., April 13.
WHAM and General Mills went to
some expense to get the jump
locally in play-by-play baseball
broadcasts, piping all the way from
Red Wings training camp at Leesburg, Fla, for three exhibition
games. Stunt served to introduce
Harry McTigue, General Mills announcer.

nouncer.

Aimed to offset in part WHEC's five years of play-by-play broadcasts alone in the Rochester field.

Bennett Fades Off WCOL

Columbus, April 13.
Bill Wallace and Wally Link of
the WCOL mike staff are now spieling the news over that station, following the departure of Fred Bennett. Latter faded off with the end
of his Cussins & Fearn-sponsored
broadcasts.

broadcasts.
Station production staff is doing all news editing under new policy, taking it off in INS wire. WCOL is only station in city using news service wire, incidentally, as WBNS gets Trans-radio and WHKC depends on the Columbus Citizen for out-of-town news.

'Iowa Speaks' for Sponsor

'Iowa Speaks' for Sponsor

Des Moines, April' 13.

'Iowa Speaks,' the Saturday night inquiring microphone program over the Iowa network, has been resumed under sponsorship of the Kelvinator dealers of Jowa, with Dale Morgan, Bill Brown and Michael McElroy at the mikes.

Half-hour show formerly was sponsored by Zoller's Beer, but was discontinued at the start of the year when the Iowa broadcasting system dropped all beer advertising.

BEHIND THE-SCENES MOVES WOULD FORCE Sharing of Wavelengths Internationally and CRAVEN TO RESIGN OVER SUPER-POWER

Politics Gets Hot Around Chief Engineer of F.C.C.-Would Liberalize Rule Permitting Craven to Return to Private Practice

Washrington, April 13.
Round-about fight to oust Commander T. A. M. Craven, chief engineer of the Federal Communications Commission, is in the making, a result of certain Congressional opa result of certain Congressional op-position to super-power. Thi is slated to come to a head in the im-mediate future, although efforts are being made inside the Commish to stall off a show-down.

stall off a show-down.

Anti-Craven drive currently takes the form of a movement to broaden the Commish rule under which attorneys who resign to enter private practice are barred from appearing before the F.C.C. for two years after they quit Federal service. To force the chi ician to decide wheththe chi ician to decide wheth-er he wants to stick in the gover-ment or go back to more lucrative consulting work outsi move will be made to have this regulation cover engineers and accountants, as well as lawyers.

well as lawyers.

Impetus comes from the Capitol,
where a group of Senators have
been infuriated by Craven's sympathy toward super-power. With
several colleagues who have promised a last-ditch fight against wattage titans, Senator Burton K,
Wheeler, chairman of the Interstate
Commerce Committee, is pointing a
gun which the Commish is having
trouble ducking.

Forced Resignation

Forced Resignation

Feeling against Craven is based primarily on the power controversy. While he made no clear-cut recombinity are not related, the real situation behind the scenes is a desire to make the Commish chief incerregin voluntarily. If the two-year reg is expanded to affect engineers, feeling is that Craven will disembark without delay. This is precisely what happened when the rule originally was adopted, Paul . P. Spearman, then chief counsel, leaving the F.C.C. before the ban went into effect.

Two-year rule is the center of an important controversy in its own right at the present time. Move is on foot again to .iberalize the regulation so that former Commish at torneys are prohi ited only from

appeari i ith which they were concerned ich were pending while they were on the government payroll. Attempt to get the Communications Bar Association to sponsor such a change was made recently, but has encountered opposition. Reputed object is to remove restrictions which hit Judge Frank Roberson, former assistant general counsel in charge of telephone matters, who it several months ago to enter private practice.

Question of expanding and tight

to enter private practice.
Question of expanding and tightening the two-year rule has been before the Commish for some time in the form of a demand from Senator Wheeler for an explanation, why accountants and engineers are not barred along with attorneys. Wheeler originally asked if there were any restrictions against technicians and statisticians and was i formed no rule hit them. He immediately came back with a how come inquiry, which has not been answered.

Opposition: expansion: the

swered.

Opposition expansion the two-year rule comes from friends of Craven. These are arguing that iclusion of engineers in the ban would force the chief engineer off the roster, to which another faction is replying that Craven's resignation would not be a tragedy.

tion would not be a tragedy:
Feeling against Craven is based
primarily on the rower controversy.
While he made no clear-cut recommendation in his preliminary allocation report last January, the tone
of the discussion hinted he favors
wattage jumps to 500 kw. One of his
specific recommendations was that
clear-channel transmitters be forced
to use not less than 50 kw.
This sten has been strongly con-

Scranton to CBS

WGBI, Scranton, Pa., joins the Columbia list of affiliates May 2. Station operates at 500 watts day and night on 880 kc. John Blair & Co. will li resent the outlet

WJTN's New Plant Ready

Jamestown, N. Y., April 13. WJTN, Jamestown, N. Y., has completed construction of its plant a mile and a half outside the town, or near the end of Chautauqua Lake. It's a new high fidelity transmitter with a 200-foot vertical tower supported by 80-foot piling.

New power of the station is watts nights and 250 watts daytime, on 1210 kc. Outlet has been controlled by WSYR, N. Y., interests, since last October.

trolled by WSYR, since last October.

WHAM Increases Flexibility

WHAM Increases Flexibility
Rochester, N. Y., April 13.
WHAM is putting into operation
a 100-watt mobile transmitter,
WJEN, strongest unit of kind between New York and Chicago, on
its Socony Safety Patrol program.
Enables station to develop programs
in surrounding towns 50 to 75 miles
away broadcasting to the Victor
transmitter for rebroadcast.
Stunt develops unusual interest it
the towns and gives the sponsor
much wider scope.

Anice Ives to Inter-City
Anice Ives' Everywoman's Club
of the Air' goes Inter-City network
this' week with the final quarter
hour from 11:30 to 11:45 a.m going
out to affiliated stations. She continues her usual sponsored 30 minutes daily, Monday through Friday,
on WMCA, N. Y., from 11:15 to 11:45
a.m.

Clémenger Visits Detroit
James F. Clemenger, whose daily
'Highways and Speedways' WMCA,
New York, program deals with automobiles and kindred stuff, is in
Detroit this week surveying the situation in the automotive capital.
Bob Carter, WMCA chief announcer, is subbing till Clemenger
returns.

THE ONLY RADIO STATION IN FLIN'

WHAT IS THE

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Dominates BAY CITY and SAGINAW Markets WFDF

WJIM

ne in LANSING. WIBM Dominates JACKSON

WELL st in BATTLE CREEK WKZO

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--WFDF-

ket center and station because standard of WFDF has a long record of commercial successes and i unit of the Michi

ONE OF THE EIGHT BASIC STATE

Michigan Radio Network

Effectively Covers a Territory of Over Four Million People

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MARCH POOR IN EAST, REST OK

While two or three numbers tained a strong pace through March, the sheet music business in general encountered one of the worst period encountered one of the worst periods in years Jobbers were inclined to the opinion that this condition was largely due to the early start of the Lenten season. First 10 days in April developed a sharp contrast. Incoming orders accounted for one of the busiest and biggest early month stretches since the first of the current year.

busiest and biggest early month stretches since the first of the current year.

When My ream Boat Comes However was a season the second outstanding sheet hit for 1937, the previous one being In the Chapel in the Moonlight (Shapiro). Latter firm has meanwhile in come to the fore with Boo Hoo.

Runners-up of the March sheet best sellers included 'Serenade in the Moonlight' (Ghapiro). Hander (Gerlin), What Will I Tell My Heart' (Crawford), Chapel in the Moonlight', Rainbow in the River' (Feist), 'My. Mother Came from Ireland,' 'On a Little Bamboo Bri (Morris), When the Poppies Bloom Again,' Twe Got My Love to Keep Me Warm' (Berlin) and 'Trust in Me' (Ager).

Mechanicals found it a nip and tuck going as far as the pop stuff was concerned. Victor's red label continued to find the trend in its direction more favorable than ever, with no letdown whatever in albumsardo led off for Victor, Shep Field turned out Blue Bird's No. 1 stendiller, Hal Kemp topped Brunswick's best sellers Anson Weeks.

Chicago Bullish

Chicago Bullish
Chicago, April 13.
Business was okay in March both
for sheet and disc sales; the recordcorponies reporting trade as strong
as during the Christmas boom. Expect big summer this year, because
of increased sale of portable phonographs.

BLUE BIRD No 1

of increased sale of portable phono-graphs.

Not in the best six of the sheet music but strong was "What'll I Tell My Heart." However, indications are that the sales of this song have about reached its highest point and that the song will not be a contender for top honors in the field. Newcomers for which hope is held are "Love Buz Will Bite You," Never In a Million Years' and 'September in the Roin."

Rain.'

Estting for the new No. 1 song for the current month is divided between 'Boo Hoo' and 'Little Old Lady,' both of which are coming along at a fast pace. At the present time, however, 'Boo Hoo' is climbing at a quicker rate than its competitor.

Coast Holds Fast Clip

Coast Holds Fast Clip
Los Angeles, April 13.
Advent of spring, with its outdoor lure, failed to put any dent in record or sheet music sales on Coast during March. And on top of this, April is starting out with another bang. "This Year's Kisses' jumped into the lead over the sheet music counters, with 'Moonlight and Shadows' holding strong as runner up. Little Old Lady' started a rapid pace and stood fifth point of sales. Shapiro's My Little Buckaroo' and Select's 'Sweet Leilani' are coming along strong.

Moonlight and Shadows' enjoyed risk trade on the discs and led sales for Brunswick, Victor and Vocalion. ing Crosby's newest film ture, 'Sweet Leilani,' gave leader a sharp race in most instances. 'Boo Hoo' also set a record in both the 75c and .35c fields.

B'anche Calloway' Dates

Blanche Calloway closes at South-land Club, Boston, April 29, and will play two weeks for Jerry Cook, sub-agent in New England territory. Pollowing Yank trek she will play col rred theatre dates at Apollo. N. Y., and Nixon Grand, Pittsburgh, before heading south and west on way to Coast. CRA set.

Joe McCarthy and Harry Tierney, who have heretofore been identified with legit musicals, are under con-tract to write interpolations for the Trene' (Metro) score. Handled by

Sigmund Romberg and Gus Kahn have tuned three ditties for pictures at Metro. Titles are "When Love Comes Marching Along." To " to Dreams' and 'Personality.'

MARCH **MUSIC**

6 Best Sellers in Sheet Music as Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1	'Moonlight and Shadows'	'Moonlight and Shadows'	"This Year's Kisses"
Song-No. 2	'When My Dreamboat Comes Home'	'When My Dreamboat Comes Home'	'Moonlight and Shadows'
Song-No. 3	'Boo Hoe'	'Boo Hoo'	'When My Dreamboat Comes Home'
Song-No. 4	'This Year's Kisses'	'Little Old Lady'	T've Get My Love to Keep Me Warm'
Song-No. 5	'Little Old Lady'	'Goodnight My Love'	Little Old Lady'
Song-No. 6	'Geednight My Leve'	'This Year's Kisses'	'Boe Hoo'

5 Leading Phonograph Labels Report 6 Best Sellers

Side responsible for the major sales only is reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

RECORDS RETAILING AT 75c

		the state of the s	
BRUNSWICK-No. 1	'This Year's Kisses,' 'You're Laughing at Me' (Hal Kemp Orch.)	'The Love Bug Will ite You' (Pinky Tomlin)	'Moonlight and Shadows,' 'Panamania' (Dorothy Lamour)
BRUNSWICK—No. 1	'What Will I Tell My Heart?' 'Sweet Is the Word for You' (Hal Kemp Orch.)	'Mood That I'm In' (Ted Wolfson Orch.)	'Sweet Leilani,' 'In a Little Hula Heaven' (Jan Garber Orch.)
BRUNSWICK—No. 3	'Swing High, Swing Low,' 'My Little Buckaroo' (Russ Morgan Orch.)	'I'd Be a Fool Again' (Russ Morgan Orch.)	'Swing High, Swing Low,' I Hear a Cail to Arms' (Dorothy Lamour)
BRUNSWICK-No. 4	'My Wild Irish Rose,' When Irlsh Eyes Are Smliing' (Jan Garber Orch.)	'September in the Rain' (Jan Garber Orch.)	'My Wild Irish Rose,' When Irish Eyes Are Smiling' (Jan Garber Orch.)
BRUNSWICK-No. 8	Mood That I'm In, 'Sentimental and Melancholy' (Teddy Wilson Orch.)	'This Year's Kisses' (Hal Kemp Orch.)	Boo Hoo,' 'If My Heart Could Only Talk' (Russ Morgan Orch.)
BRUNSWICK—No. 6	Boo Hoo, If My Heart Could Talk' (Russ Morgan Orch.)	/Who?' (Kay Kyser Orch.)	What Will I Tell My Heart?' 'Sweet Is the Word for You' (Hal Kemp Orch.)
VICTOR—No. 1	'I Can't Lose That Longing For You,' 'Boo Hoo' (Guy Lombardo Orch.)	'Boo Hoo' (Guy Lombardo Orch.)	'Moonlight and Shadows' (Eddie Duchin Orch.)
VICTOR-No. 2	'Song of India,' 'Marle' (Tommy Dorsey Orch.)	'Josephine' (Wayne King Orch.)	'Boo Hoo' (Guy Lombardo Orch.)
VICTOR—No. 1	'Stompin' at the Savoy,' 'Vibraphone Blues' (Benny Goodman Orch.)	'Moonlight and Shadows' (Eddie Duchin Orch.)	'Song of India' (Jimmy Dorsey Orch.)
VICTOR—No. 4	'Goodnight My Love,' 'Taint No Use' (Benny Goodman Orch.)	'This Year's Kisses' (Benny Goodman Orch.)	What Will I Tell My Heart?' (Guy Lombardo Orch.)
VICTOR—No. 8	Meanest Thing You Ever Did,' 'Back Up to Me' (Fats Waller Orch.)	'Little Hula Heaven' (Tommy Dorsey Orch.)	'Running Wild' (Benny Goodman Orch.)
VICTOR—No. 4	'Mooniight and Shadows,' 'Love Is Good for Anything' (Eddy Duchin Orch.)	What Will I Tell My Heart?' (Guy Lombardo Orch.)	Meanest Thing You Ever Did' (Fats Waller Orch.)

RECORDS RETAILING AT 35c

wat 'Dedicated to 'Moonlight and Shadows' (Shen Fields Boo Hoo' (Wingy Mannone)

BLUE BIRD-No. 1	'Moonlight and Shadows,' Dedicated to You' (Shep Fields Orch.)	Orch.) 'Moonlight and Shadows' (Shep Fields	Boo Hoo' (Wingy Mannone)
BLUE BIRD-No. 2	'Serenade in the Night,' 'Little Old Lady' (Shep Fields Orch.)	'Little Old Lady' (Shep Fields Orch.)	'My Little Buckaroo' (Johnny Hamp Orch.)
BLUE BIRD-No. 3	'Oh Say Can You Swing,' 'Boo Hoo' (Wingy Mannone Orch.)	'Boo Hoo' (Wingy Mannone Orch.)	'In a Little Hula Heaven' (Shep Fields Orch.)
BLUE BIRD-No. 4	"This Year's Kisses,' 'Girl on Police Gazette' (Shep Fields Orch.)	'This Year's Kisses' (Shep Fields Orch.)	'Was It Rain?' (Johnny Hamp Orch.)
BLUE BIRD-No. 5	'Sweet Leilani,' 'Bine Hawaii' (George Hall Orch.)	'Sweet Leilani' (George Hall Orch.)	'What Wili I Teli My Heart?' 'Dolly Dawn)
BLUE BIRD-No. 6	'What Will I Tell My Heart?' 'I Can't Break the Habit' (Dolly Dawn)	'Little Hula Heaven' (Shep Fields Orch.)	'Meanest Thing You Ever Did' (Dolly Dawn)
DECCA—No. 1	'How Could You?' 'Moonlight and Shad- ows' (Anson Weeks Orch.)	'Little Old Lady' (Abe Lyman Orch.)	What Will I Tell My Heart? (Andy Kirk Orch.)
DECCA—No. 3	Dedicated to You, 'Fifty-Second Street' (Andy Kirk Orch.)	'Boo Hoo' (Mal Hallett Orch.)	'Sweet Leliani' (Bing Crosby)
DECCA—No. 3	'Goodnight My Love,' When My Dream- boat Comes Home' (Dick Robertson Orch.)	Tve Love to Keep Me Warm' (Casa Loma Orch.)	'Boo Hoo' (Mal Hallett Orch.)
DECCA-No. 4	'Slumming on Park Ave.', 'He Ain't Got Rhythm' (Jimmie Lunceford Orch.)	'Moonlight and Shadows' (Anson Weeks Orch.)	'Serenade i the Night' (Ambrose Orch.)
DECCA—No. 8	'Dedicated to You,' 'Big Boy Blue' (Mills Bros., Ella Fitzgerald)	'What Will I Tell My Heart'? (Andy Kirk Orch.)	'Trust in Me' (Abe Lyman Orch.)
DECCA—No. 6	What Will I Tell My Heart?' 'Lady Who Swings the Band' (Andy Kirk Orch.)		Moonlight and Shadows' (Anson Weeks Orch.)
VOCALION—No.	T've Love to Keep Me Warm,' 'One Never Knows, Does One?' (Billie Holiday Orch.)	'Siummin' on Park Ave.' (Fletcher Henderson Orch.)	'Moonight and Shadows,' 'Trouble Don't Like Music' (Red Jessup Orch.)
VOCALION—No. 2	"Trust in Me,' 'My Last Affair' (Mildred Bailey Orch.)	T've Love to Keep Me Warm' (Billie Holiday Orch.)	"Trust in Me,' 'My Last Affair' (Mildred Bailey Orch.)
VOCALION—No. 3	'You're Laughing at Me,' 'Where Are You?' (Mildred Bailey Orch.)	T'm Never Gonna Teil You I Love You' (Red Jessup Orch.)	'Glt Along Home, Cludy,' 'Right or Wrong' (Bob Wills Orch.)
VOCALION—No. 4	'Moonlight and Shadows,' 'Trouble Don't Like Music' (Red Jessup Orch.)	'Trust in Me' (Mildred Bailey Orch.)	'Goodnight My Love,' 'Swing High, Swing Low' (Phil Harris' Orch.)
VOCALION—No. 5	'Siumming on Park Ave.', 'What Will I Teil My Heart?' (Fletcher Henderson Orch.)		You're Laughing at Me,' Where Are You?' (Mildred Bailey Orch.)
VOCALION—No. 6	'Bhythm Sundae,' 'I Can't Believe You're in Love with Me' (Earl Hines Orch.)'		'Swingin' for the Kind,' 'Woodman, Spare That Tree' (Phil Harris Orch.)

Inside Stuff—Music

ing restricted numbers from ing programs last week assumed serious proportions for music publishers when it became known that the network's program department had extended the rule to standards and production numbers. What complicated the situation was the inability of music men to get in touch with John Royal, NBC program chief. He had been in Boston the past week and was not expected to return until today (Wednesday).

to return until today (Wednesday).

Meanwhile the Warner Bros, publishing group has remained pat against changing its policy on new film tunes in face of the NBC order. Rocco Vocco had been delegated by Edwi H. (Buddy) Morris to discuss the film end of the matter with Royal when the WB group's gen, mgr. left for Hollywood last week, but with Royal unavailable Rocco has refused to make any exception whatever in the use of standard or show tunes. Warner has no new film score riding at the present time, so that its publishing adjuncts need not concern themselves with the picture credit phase of the Royal edict, unless it involves tune from past scores where such credits have become a common requirement.

credits have become a common requirement.

Impression among publishers is that NBC's music library and copyright checking department has misunderstood the provisions of the restriction ban and that Royal had no intention of applying his rule to standards where the standards and production numbers. Pubs seriously concerned with this situation ceclined yesterday (Tuesday) to comment on what they will do to meet this condition until after they had had a talk with Royal. Indications are library and copyright.

Mack Gordon and Harry Revel's symphony, '20th Century Rhapsody,' symphony, '20th Century Rhapsody,'

tion ban on old film tunes but will insist that source credits be given on sustai ing as well as commercial programs when it comes to show tunes.

Jerry Vogel's new U. S. publication of 'Meet Me in the Moonlight,' by arrangement with Carisch of Milan, Italy, is by Al Stillman, Will S. Dillon and Val Ernie, adapted from the original Ennie Neri, Mario Buza and ittorio Mascheroni. Neri wrote the ori inal Italian lyrics to 'Parli mi d'Amor' (C. A. Bixio) which Stillman also adapted for America (T. B. Harms) as 'Tell Me That You Love Me Tonight.'

Music Notes

Shelton Brooks has collabed with his son, Shelton, Jr. on a new tune called 'Rhythm Trai being pub-lished by Vogel Music. First time pair have been together with son oling lyrics.

ictor Young, Paramount conduc-tor-composer, has been borrowed by Walter Wanger to handle the music on his 'Vogues of 1938.'

has been performed by the Paris Symphony orchestra. Will be pub-lished by the Robbins Music Cor It's dedicated to Darryl Zanuck.

Vera Cruse, songstress lately with harlie Barnet band, spotted three Charlie Barnet band, spotted three noons a week on WELI, New Haven, with organ accomp.

Willard Alexander of MCA sailed Saturday (10) on S. S. Santa Elena for Los Angeles. Four-week vacash.

Eddie Duchin has put out the second volume of his 'Pianostyles' through 'Remick.'

Dave Dreyer and Herman Rubwill do the music on Easy G (Continued on page 58)

ASCAP'S MONT. SHOWDOWN

ASCAP ON THE SPOT

American Society of Composers, Authors and Publishers is being attacked at the moment on several fronts. Efforts to legislate ASCAP out of business are under way in Washington, Montana, Wisconsi , Ohio, Nebraska and elsewhere. In at least one instance local lawmakers frankly observe that our law will probably not stand up in the U. S. Supreme Court. None the less, an era of harassment is facing ASCAP as never before.

This is all part of a recent trend by divers groups and factions to embarrass and annoy, and perhaps ultimately achieve something in the way of minimizing its music tax obligations to ASCAP. Powerful radio and theatre interests are now in the field for the same purpose which, in former years, the hotel and cafe men, the exhibitors and dance-halls unsuccessfully tried to accomplish. Right down the line ASCAP has proved victorious and legally sustained in its platform that-the value of song copyrights is such that music users, performing copyrighted music for profit, should pay a reasonable fee. But the legal barrage seems to go on unstated. Resentment finds its outlets in attempts to enjoin or legislate, all ith little ultimate success, of course, but with plenty of concurrent cost and annoyance.

ASCAP, of course, recognizes that with its former iron men gone— Victor Herbert, Nathan Burkan, et al.—it must fight its cause all over again. It's for that reason that the organization is reveniping its executive setup.

A couple of years ago ASCAP made a forensic attempt to woo legislative sympathy. It did it the hard way, engaging, at that time, a public relations organization (Ivy Lee & Co.), which chiefly had its own prestige to sell but didn't savez what a collective group of songwriters and music publishers sells and represents.

Only lately, of course, ASCAP is getting wise that the slick boys don't nake a lot of speeches. Their endeavors and maneuvers are smoother, naver, subtler. Their Washington, D. C., contacts are realistic. It's easier or circumvent than to undo.

But, meantime, what has happened in Washington State? Business is suspended. That's a loss. Uttended victory, but at what price? Settlements and compromises to prove that the music men aren't such avaricious kiddies after all; or too hard to get along with. But an economic cut-rate none the less.

ASCAP is an unincorporated organization, headquartered in Radio City, with regional representatives all over the country. So what do the local state legislators care about the songwriter, or the copyright laws, when local interests are squawki

ASCAP must quickly find a formula to stamp out this rising tide of legal harassment. It can become too costly even though victory may be assured ultimately.

MPPA's Good-Will Ambassador

Wants Copyright Lawyer for Washington Contacting-Fox Heads Body

Members of the Music Publishers Protective Association will meet tonight (Wednesday) to decide on the executive setup which will replace John G. Paine when he quits April 30 as chairman of the MPPA board to become gen. mgr. of the American Society of Composers, Authors and Publishers. Although Harry Fox, currently in charge of the MPPA's licensing bureau. will assume the direction of the MPPA, with the title probably of gen. mgr., there is the broblem of who and what type to bring in to do the ambassadoring and general contacting on the outside. Fox will function strictly as a business executive. Thought has been given to engaging as his colleague assistant a young lawyer with a knowledge of licensing contracts and whose personality would make him an asset on Washington and other like matters. Task of picking such person has been left to a committee consisting of Sam Fox, Edward B. Marks and Elliott Shapiro. As general manager of the Ameritan Society Paine will have authority over all organization details and licensing matters. While he will carry the title of chairman of the administrative committee, Mills will act as a sort of freelance, performing assignments in Washington and other Parts of the country which are given him by his committee. Latter consists of Carl, Fischer, Louis Berniconsists of Carl Fischer, Louis Bernicons and Carlo Parcenter a Members of the Music Publishers

assignments in Washington and outer parts of the country which are given him by his committee. Latter consists of Carl Fischer, Louis Bern-stein, Irving Caesar and Gene Buck. Mills will have nothing to do with the inside functioning of ASCAP. That job will be entirely Paine's.

Shelton Brooks in Buff

Shelton rooks is doing a come-back at the Little Harlem nitery in

Buffalo,
Vet colored songwriter, author of
Strutters Ball, 'Walkin' the Dog,
'Some of These Days, etc., is also
doing a bit of a songwriting comeback and is collaborating with his
21-year-old son, Shelton, Jr.

JIMMY CAMPBELL'S STAY

Will See the American Scene from English Chug-Chug

Jimmy Campbell, British music publisher, head of Cinephonic Music, arrived Monday from London and plans remaining here a month or two. He brought his motor over with him, which he will ship to Dalit up there to drive to Hollywood, where he is to huddle with Michael Balcon, ex-Gaumont British production head and now slated to become Metro's London

slated to become Metro's London production chief.

Mrs. Campbell (Betty Balfour, of English films) may come over in the summer when Jimmy, Jr., two months old now, may also be able to make the sea voyage from London.

Campbell's Anglo-American music pub activities are extensive, since they embrace filmusical publications on both sides of the Atlantic.

Veteran Raymond Walker Back to Song-Writing

Raymond Walker, who wrote isha . Nurse'

Rag, is back turning them out and is figuri for reinstate-American Society of

ment American Society of Composers, Authors and Publishers. Walker, after four years of membership, was dropped in 1918 for non-payment of dues while in France with the Over There Theater League.

He recently placed his first one in some time, 'Ka-Loo,' with the Roy Music Co., and obtained renewal of copyrights on 'Oh. What I Know About You' and 'Yiddisha Rag,' which Harry Von Tilzer published in 1909.

LEGAL BATTERY NARROWS FIRE

Society Feels Pinch of Many State Actions-Wants to Clarify Montana Issue First Before Taking Up Defense in Other Sectors

UP APRIL 23

American Society of Composers, Authors and Publishers has already hegun feel the effects of the re cently passed Montana law ich bars it from doing business in that state roadcasters as well as other Montana users notified ASCAP that licensing agree ments were herewith cancelled and that henceforth they would deal with the copyright owners on a per piece basis. Broadcasters in Washington State are preparing to take the same stand when the anti-ASCAP legis-lation goes into effect in that state in

June.

Meanwhile the Society's legal battery is preparing for a court battle to have the Montana statute declared unconstitutional. Hearing on the Society's application for a temporary injunction against the Montana law has been set for April 23. Petition ill be heard before a special U. S. tribunal of three indexs. iudges.

It has been decided by ASCAP officials and the organization's chief counsel, Frohlich & Schwartz, to concentrate its fire on the Montana situation for the time being. Consituation for the time being. Consideration had been given to the idea of making an immediate court attack upon the Washington State act, but the intention now is to wait upon action by the Montana tribunal.

Indications are that the proponents of the Montana law will, if they lose locally, take the case to the U. S. Supreme Court, centering their appeal upon the per piece provisions of the statute.

icago, April 13.

General bill providing for the dis-solution of all combinations of au-thors, composers, publishers, etc., of any copyrighted music organized for the purpose of fixing license fees and other exactions has been bregishature.

Bill before the Illinois house states Bill before the Illinois house states that this combination of authors, composers and publishers is declared unlawful monopoly in this State, and that the purposes of fixing prices and collecting fees and licensing for public performances is declared in restraint of trade.

licensing for public performances is declared in restraint of trade. In order to get the benefits of the United States copyright laws, the composer, author and publisher taccording to the Illinois bill) must act independently of such combination, and must set up an individual determination of price of the song. And, the top-off of the entire bill follows: That when any purchaser acquires the musical composition within the State of Illinois, at the price specified, the purchaser has full rights and privileges to render this song in any means or manner whatsoever, either privately or publicly, for profit. In other words, that with the payment of the specified price on the song, the radio station, hotel, theatre, etc., ill havefully compensated the owner of the song for the-public use of the tune for profit, and that in further license fee may be exacted.

Bill goes even further in declaring that all existing contracts, agreements, licenses or arrangements are null, void and non-enforceable.

Provisions for perhalties for violations of the bill are for fines of not less than \$100 and not more than (Continued on page 58)

(Continued on page 58)

Broadcasters Seek Copyright Refunds From Warners; Echo of Battle of '36

Broadcasters

Copyright Hearings

John G. Pai irman the Music Publishers' Association, was among those who spoke Monday (12) in Washington against the United States' entry into an international copyright convention, Paine attacked the proposition as a threat to American copyright owners smee it would serve to throw the latter's property into the public domain, instead of protecting them.

Details of the senatorial hearing on the measure are carried

ing on the measure are carried in the picture section.

SONG PLUGGERS GOT \$15,000 AT BENEFIT

Professional Music Men, Professional Music Men, Inc. pluggers) grossed approximately \$15,000 on their third annual benefit at the Alvin theatre, N. Y., April 11. Capacity attendance brought house figure to, \$4,000 at \$5 top; souvenir journal netted another \$10,000, and an anonymous contribution of \$1,000 over last year's figure. Talent end was also considerably stronger, with six name bands appearing. Benny Goodman, Dute Ellington, Shep Fields, Guy Lombardo. Mitchell Ayres and Jay Free-

pearing, Benny Goudman, Duck Ellington, Shep Fields, Guy Lom-bardo, Mitchell Ayres and Jay Free-man's crew performing. Bob Hope, J. C. Flippen, Clem McCarthy and Ed Sullivan m.c.'d.

Rudy Vallee, Harry Paul **Due in Boston Court**

Boston, April 13.
Rudy Vallee and Harry Paul, New
England rep for Irving Berli , are
scheduled to appear in municipal
court here April 21 to answer charges
made by Benedict Fitzgerald, Boston
Record photographer, arising from
an alleged fracas in the lobby of the

an alleged fracas in the lobby of the Shubert theatre at the break of Babes in Arms', April 6.
Fitzgerald alleges that he was assaulted by both Vallee and Paul after he had snapped a picture of the singer and his companion, identified as Evelyn Gresham. Photog alleges that Paul damaged his camera to the extent of \$75.
According to Paul's account of the jam, Vallee 'courteously' asked Fitzgerald not to publish the picture, but o allow him to pose alone. Paul denies assaulting Fitzgerald, explaining that he merely grasped a plate-

denies assaulting Fitzgerald, explaining that he merely grasped a plateholder, then released it at Vallee's insistence. Fitzgerald told Vallee to take his request to the managing editor of his paper. Picture was published Wednesday night.

Vallee caught 'Babes' after his weekly lecture at the Suffolk College School of Journalism here; and the curtain was held five minutes for his convenience. Tunes from 'Babes' were featured on Vallee's program (3) last week.

(8) last week.

Rudy opens an engagement here April 16 at the Normandie ballroom for a week.

Song Peddlers Nabbed

St. Louis, April 13.

Department of Justice agents last week nailed Sam and Barney Moss, brothers and partners of a printing establishment, here, and John Daleo and Arthur Mahler, istributors, East St. Louis, on a charge of violating the Federal copyright laws by printing copyrighted songs for sale by street vendors. Pinch followed an investigation by agents of the Midsic Publishers' Protective Assocition.

tion.
When arrai before United
States Commissioner John A. Burke the quartet pleaded not guilty to the charge and were released on bond. A hearing is set for Friday (16). Washington,

rive to obtain refunds from Warner ros, for stations which took out licenses to use Music Publishers Holding Corp. music duri copyright pool war was last week by National Associ

Holding that members permits from both MPHC American Society of Composers, Authors and Publishers were being milked twice, N.A.B. directorate set

milked twice, N.A.B. directorate set up a three-man committee to collect facts about deals, between broadcasters and the WB subsidiary. This is a preliminary to a blanket demand for rebates under the now-useless. While numerous individual stations demanded cash back after the MPHC-ASCAP rift was healed, the industry group never has made any concerted move for refunds. Association - heads are uncertain how much money may be involved, but believe it will run into six figures. Committee designated by C. W. Myers, N. A. B. president, includes Joe Maland, WHO; John Elmer, WCBM, and John Gillin, WOWO.

ALBERT OF AUSTRALIA ON PERIODIC U.S. SURVEY...

'Mr. Frank Albert, head of J. Albert & Son, Ltd., Australian music publishing house, is in New York on periodic visit to look music situation, partially in connection with radio and performing rights. Has been here a week and will remain about 10 more days, then going to London for the Coronation.

Coronation.

After business trip to the continent, music pub will return to Sydney via the United States. Expects to be in New York some time in August. Albert firm recently purchased six commercial radio stations in Australia. Figure using radio for concentrated plugging of own songs as well as for breadcasting profits. With collapse in the last few years of sheet and record sales due principally to radio, Albert believes income from performing rights can be boosted by radio plugging.

DEALERS, PUBLISHERS CONVENTION DOUBLE

National Association of Sheet Music Dealers will this year hold its annual convention at the same time and place as that of the Music Publishers Association of the United States. It will be the Hotel Roose-velt, N. Y., June 14 to 16, inclusive.

velt, N. Y., June 14 to 16, inclusive. Major topic of discussion between the two organizations will be the joint trade practice committee of publishers and retailers; which supervises the code affecting maximum retail iscounts and investigates complai of unethical methods of doing business, made by either pubs or dealers.

Arrest Alleged Slayer Of E. St. L. Nitery Op

Of E. St. L. Nitery Op
St. Louis, April 13.
Tip from a femme led police to
an apartment here last week where
they nabbed Ralph Brindley on a
charge of slaying Charles Vaughn,
owner of Venice nite club
East St. Louis, March 28.
Brindley waived extraditi and
returned to East St. where
the told of the shooting, asserting
that Vaughn was killed by an accidental discharge of a gun for which
both were struggling after a slight
argument. Vaughn, who doubled as
entertainer in his own place, is survived by his widow.

Disc Reviews By Abel Green

BUCKAROO

When Mv

Dream Boat

Comes Home

M. WITMARK & SONS

1250 Sixth Ave., RCA Bldg., N. Y. CHARLIE WARREN, Prof. Mgr.

WARREN AND DUBIN

SEPTEMBER IN THE RAIN

MELODY FOR TWO SUMMER NIGHT

HOW COULD YOU?

GEE! But You're Swell WATCH FOR WARREN and DUBIN'S GREAT SCORE FROM THE "SINGING MARINE"

REMICK MUSIC CORP.

1250 Sixth Ave., RCA Bldg., N. Y. CHARLIE WARBEN, Prof. Mgr.

MUSIC PRINTING

AMERICAN-DALHEIM CO.

quality music & title printing & engraving
AT REASON RALE PRICES
WORK DONE BY ALL PROCESSES
**CITALITY OF SHARE DIMONITOR SHOOT AND ALL PROCESSES
**CITALITY

Paul Whiteman has a peach of a descriptive instrumental on Victor 36198, a 12-incher, by Rodgers and Hart, 'All Points West,' which the maestro world-premiered at his last Hippodrome, N. Y., concert this past winter in association with the Philadelphia Symphony. It's a musical narrative wherein Bob Lawrene very capably handles the musical adispatches the ruliroad stations' monotonous career permits him the opportunities for the fine musical strains which the work provides. As was mentioned at the time of the Hippoconcert this storyette in words-and-music has all the elements for transmutation intact into a talking short.

The Love Song

That Has Become a Classic

Nhers is the Sun?

Old Plantation

I'LL NEVER TELL YOU I LOVE YOU SUPPOSING

THE TROUBLE WITH ME IS YOU

SUPPOSING

THE TROUBLE WITH ME IS YOU

I LOVE YOU SUPPOSING

THE TROUBLE WITH ME IS YOU

WHITTIE BUCK FORAY

THE GERTRIP PROPERTY AND THE GERTRIP SHALLAD HIP THE

Ballroom Date for Agnew After Theatre Performance

Freak booking by CRA will place Charlie Agnew's band in two di

Chartie Agnews band in two di-ent spots on a day and date booking. Band opens at Cecil theatre, Mason City, Ia., on April 14 for two days. After the last show on the second day he switches to the Surf ballroom, same town, for a dance date.

Hamp, Kassel in Memphis

Memphis, April 13.

Johnny Hamp's band returns to

Johnny Hamp's band returns to Hotel Peabody Friday (16) for an indef engagement. Lang Thompson's Band out after six weeks.

Art Kassel's Band opens Hotel Claridge's Roof May 7, when that hotel returns to its policy of bringing in a new name band every two weeks. Bobby Meeker's Band now playing in the Claridge Twentieth Century Room which has been having capacity crowds ever since it inaugurated filor show policy of booking, in three acts with band early in season.

New Riviera Due

Ben Marden plans to reopen the Riviera in New Jersey at the other end of the Washington Bridge on May 27. Burned down last year, the place has been rebuilt.

Josephine Huston, now at the Ver-

sailles, will be on the opening show

Jack Mills the ritish rights to Where Is the Sun? 'I de Plantation' and 'Don't Know If I'm Comin' Goin' Lawrence Wright, of London. Times are from the new Cotton Club show.

Deal was closed by way of trans-Atlantic phone.

Get Set for the Song Barrage on the New Universal's "Top of the Town"

"WHERE ARE YOU?" "THAT FOOLISH FEELING" "JAMBOREE" "TOP OF THE TOWN"

By JIMMY McHUGH and HAROLD ADAMSON LEO FEIST, Inc. 1629 BROADWAY . NEW YORK

Most Played on Air

To familiarize the trade with To furniturize the trade with the tunes most on the air around New York, the following songs were most played on the networks last week. Combined plugs on WEAF, WJZ and WABC are computed for the week from Sunday through the week from Sunday thr April 4-11. *Too Marvelous for Words

*Where Are You? †Little Old Lady Boo Hoo

Boo Hoo

Swing High, Swing Low

How Could You?

Sweet is the Word for You

Moonlight and Shadows

*Moonlight and Shadows
*Siumming on Park Ave.
*I've Love to Keep Me Warm
Love Bug Will ite You
*Let's Call Whole Thing Off
What Will I Teil My Heart?
On a Little Bamboo Bridge

*September in the Rain
*You're Here, You're There
*Sweet Leilani

*Sweet Leilani
Trust in Me
†My Last Affair
*Never in Million Years
*When Love is Young
*I Can't Lose That Longing
You Showed Me the Way

You Showed Me the way
*Was it Rain?
*That Foolish Feeling
*Indicates filmusical song.
†Indicates stage production
song. The others are pops.

Tom Devine, Ballroom Mgr. **Sets Special Theatre Date**

Sets Special Theatre Date
ianapolis, April 13.
Tom Devine, manager of the
Indiana Root ballroom here, will
turn theatre impresario in May. Has
the Indiana theatre lined up for a
special rostrum late for Jan Garber,
Devine will add a moving picture
to Garber and make a deluxe special
out of the booking.

Music Notes

(Continued from page 56)

next Bert Wheeler-Robert Woolse comedy at RKO.

Charles Henderson is writing the title tune for RKO's 'New Faces of 1937.' Other numbers include 'Widow in Lace,' by Harold Spina and Walter Bullock, and 'Peckin' by Ben Pollack. Roy Webb has been assigned to the musical score chore on 'Vivacious Lady.'

Eddie Mailery has placed 'Desperately in Love With You' with Schuster & Miller. Mallory is Ethel Waters' musical director.

Ellis Kimball doing three west coast dates for CRA. April 21 opens at Salem, Ore.; Albany, Ore., on 25th, and Tacoma, Wash., May 2.

Don Ricardo booked for Phoenix, Arizona, April 17, Santa Monica, Cal., April 23, and Pasadena, April 24.

Zinn Arthur recorded two sides for Master Records this week.

Rita Rio taken from CRA for one week by subber Ray Galvin of Bos-ton starting May 7.

Hugo Mariani signed by CRA this

CRA's Don Bestor set for Pla-Mor ballroom, Cincy, April 18, while en route to Dallas, Tex.

Ted Black will play for Bard College, Utica, N. Y., April 30.

Tommy Stevenson's and Tony Dea's bands battli it out at Cocoa-nut Grove, Bridgeport, Conn., this week.

Richard Himber's band has signed ith MCA for exclusive manage-

Harold Leonard, formerly with Meyer Davis, has signed with MCA

Stan Myers is back in N. Y. from urf Club, Miami.

Don Bestor to Houston

Jon Bestor to Houston

Don Bestor will play the Rice hotel, Houston, Tex., for four weeks begi ing June 11. Band is now en
route south to open at the Adolphus
hotel, Dallas, April 23.

Bob Grayson, another CRA'er, set
for the summer season at Gunther
hotel, San Antonio, Tex., opening
May 20. Billy Rubush, new branch
manager for CRA, set.

Anti-ASCAP Laws

(Continued from page 57)

five grand, or a sojourn in the cooler for not more than six months. Or both,

Or both.

Lincoln, April 13.

New hope for passage of the anti-ASCAP bill was voiced in the Nebraska legislature this week by its sponsor, Senator Frank Brady. Although the constitutional committee's report declared it would be unconstitutional if brought before the supreme court, it has been since stated that the committee did a supreme court decision of its own and the vote was 2 to 1. Complaint. is that it assumes too much power. Brady says he's willing to soften the bill a little, but still wants to carry enough weight to break the legality of ASCAP operation in this state, similar to the laws of Washington and Montana.

Measure is of intense interest to showmen, radio station operators, and dance spots, all of them leaning to the favoring side.

The \$1,000 license fee bill for film

and dance spots, all of them leaning to the favoring side.

The \$1.000 license fee bill for film distribs, a dig to be extracted annually and which would cost about \$20,000 yearly, is in the 'Z' file and the idea at present is to get the legislation over so the unicameral can end its first session by May 1. Likelihood of its getting on the floor is very slim. All other film bills have been waste-basketed.

St. Paul, April 13.

St. Paul, April 13.

ill clip ASCAP's wingsidentical with measures passed by
Washington and Montana legislatures, slumbers in a House committee of Minnesota solons now.
Stanley E, Hubbard, KSTP prexy,
did lightning-like persuasive work,
had the measure favorably reported
by two committees, with both conservatives and liberals united in its
support. But with chief 'spade work'
done by E, C. Mills, of ASCAP, who
fiew here from Gotham to be present at the hearing arranged by proponents of the measure, the bill
wound up in the House judiciary
group's burial ground.

Theatre men, hotel and restaurant
owners, a composer, and broadcast-

Theatre men, hotel and restauránt owners, a composer, and broadcasting firms united in boosting the measure, terms of which would have made it impossible for ASCAP to operate in Mignesota. "Solons aver they're wholly in sympathy with efforts to curb what appears to be monopolistic practice, but feel the Washington bill is not only too rigorous, but too obscure and ambiguous.

3.997 Hoofers Turn Out in Asbury for Heidt Band

Asbury for Heidt Band.
Asbury Park, N. J., April 13.
Horace Heidt and ork set new tops for Walter Reade's Casino here (10), when 3,97 paid \$1.10 each to dance to the tunes of the Schribman-booked band. Previous high was 3,368; at 75 cents, for Tommy Dorsey. Following night (11) Bunny Berigan and Art Shaw made one-night stand at beachfront auditorium. With single admissions at 65 cents, the double bill did about \$700.
Reade has redecorated the Casino, recently taken over from the city on five-year lease. He expects to end weekend dates by end of May, and start booking bands for full week. Johnny Johnson is due here Saturday (17), and Rita Rio and John. Messner will do another 'double-header' on Sunday (18).

Carnival Guarantees \$1,500 to Kyser Orch.

Memphis, April 13.

Kay Kyser's Orchestra has been booked for the Grand Cotton Carnival Ball at the Memphis Auditorium the night of Friday, May 14. Tickets at \$1 a person will be on sale till May 11, when they ill be upped to \$1.50 a person. at \$1 a person wil May 11, when they \$1.50 a person. Cotton Carnival

Cotton Carnival is guaranteeing Kyser \$1,500.

STATION RUNS **HOOF SESSIONS**

Gadsden, Ala., April 13.
This whistle-stop is getting its first gander at big name bands on, the home loam now that WJBY has gone into the sideline biz of promoting one-nite rug-rumpling rousts. Station has commenced bringing i orks for public dances. To date Kay Kyser and George Olsen crews have played to ok. biz. Dances are a biz divorced from regular station activity.

Songs You'll Hear and Hear About

"When Love Is Young"

By McHUGH and ADAMSON From Universal's "When Love Is

"I Hum A Waltz"

By GORDON and REVEL From 20th Century-Fox's "This Is My Affair"

"Without Your Love"

By LANGE and STRYKER From Hat Rouch's "Pick a Star"

MILLER MUSIC, Inc.



NOW THRILLING THE WORLD SAM FOX
PUBLISHING COMPANY



SEVENTH HEAVEN'

From the 20th Century-For Picture "Seventh Henven"

WHO'S AFRAID OF LOVE' ONE IN A MILLION'

HOLLYWOOD SONGS ...

RCA BUILDING-RADIO CITY-NEW YORKN
PHIL KORNHEISER, Gen.Mar.

GORDON and REVEL Click Again!

in 20th Century-Fox's "WAKE UP AND LIVE" Featuring Walter Winchell, Ben Bernie and Alice Faye

NEVER IN A MILLION YEARS IT'S SWELL OF YOU THERE'S A LULL IN MY LIFE WAKE UP AND LIVE I'M BUBBLING OVER

Robbins Music Corporation • 799 7th Ave., New York

LOCAL BOOKERS IMPORTA

On the Upbeat

Rddie Eikins' ork begins indef en-gagement at the Astor hotel, New York, Monday (19), succeeding Vin-opens Astor Roof season May 20,

Presents

From READY, WILLING Leading All Around

TOO MARVELOUS FOR WORDS

JUST A QUIET EVENING

SENTIMENTAL AND MELANCHOLY

VIENNA DREAMS

BRAND NEW

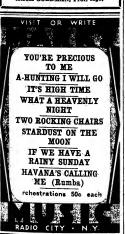
I'M HATIN' THIS WAITIN' AROUND

A New Swing Hit

52nd STREET

FOR YOU

HARMS, INC., RCA Bldg., N. Y MACK GOLDMAN, Prof. Mgr.



Lets respect those Mam'ries Gweet and dance the

Paul Tremaine enters the soun April 28 for a one-nighting stnt via ROC. Engagements include Baltimore, Washington, Charleston, Charleton, Charlotte, N. C., and Spartanburg, S. C. Winds up at Lebanon Valley College, Hershey, Pa., on May 14.

Maurice Sherman and King's Jes-ter's will remain in Chicago for CRA for several weeks longer on contract extensions. Former stays at Casino Parisian for five more weeks start-ing April 20. Jesters stick for four weeks after May 5.

Mike lley's cleffers bow at Meadowbrook Country Club, Cedar Grove, N. J., on April 20, filling in for trunt Frank Dailey, owner-maestro, now touring.

Dick Reed opened at the Farms, White Plains, April 12, for ROC, which is also producing shows in association with Eddie Collis.

Nat Brandwynne will take a two-week vacash from Essex House, N. Y., on April 15. Vincent Bragali filling the bill in interim.

Radio Orchestra Corp. now producing the shows at Harold Stern's Merry-Go-Round, Brooklyn, N. Y., with CRA booking bands.

Emil Coleman closes the Iri ium Room of the St. Regis on May 11. Roof spot opens week later with Jacques Fray.

Johnny Hamp orchestra closing two week stay at Muehlebach Grill, Kansas City, Thursday (16). Leonard Keller crew replacing.

Jolly Coburn, recently out of the French Casino, Miami, Fla., plays Lakeside Park, Barnesville, Pa., April 15 for CRA.

Basil Fomeen set for roof of Pierre hotel, N. Y., starting early in May. Exits the Ritz-Carlton to take new job.

Frank Dailey's band got an NBC wire on opening at Merry-Go-Round, Brooklyn, N. Y., April 7. CRA books

Henry ing band Friday (9) opened six weeks' (with options) for MCA at Palmer House, Chicago.

REGIONALS HAVE THOSE CONTACTS

Five Big Dance Handlers Control About 400 Bands, but Find Doing Biz with Guy-on-the-Spot Is Essen-

SALES COSTS

effective hand booking licenses in the country issued by the American Federation of ing of bands controlled by five major offices and a handful of sub-agents are a

total of 400 bands. Leaders are Music Corp. of America with 200 bands, Consolidated Radio rtists with 130, Rockwell-O'Keefe with 30, Rockwell-O'Keefe with 30, Rockwell-O'Keefe with 30, ern Orchestra Service each with 20, Combined they do 75% of the business. Rest split among smaller offices.

Shribman office, N. Y., is most important of sub-agents, which, together with their own spots and exclusive privileges, gives them strong position i the New England territory.

lory.

Ray Gorell, Detroit, Mich.; ill Smith, Philadelphia, Paramount orchestras; Sioux City, I.a., World Wide, San Frantisco and Continental orchestras, Jackson, Miss., all in their individual corners of the nation, are among the important subagents who, while controlling very little individually, are almost indispensable to the larger offices.

Local and regional have advantages.

pensable to the larger offices.

Local and regional have advantages of personal contact with each of their respective accounts. This is next to impossible for large scale bookers to duplicate. While there is no connection between lesser subagent who buys and resells at a profit and the big booker, the former is actually a salesman for the offices. Big bookers have come to rely more and more on the little fellow to arrange remote dates for their attractions while they stick to the keys, gathering in better hotel and nitery spots in stiff competition with their fellow-giants.

Henry ing band Friday (9) opened six weeks' (with options) for MCA at Palmer House, Chicago.

Basil Fomeen ork set for Pierre Roof, N. Y., May 8, plus a floor show (MCA).

Ray Eenson band opens at the Raleigh Hotel, Washington, Monday (19).

Rajh Watkins' band set for new Frolics Club, N. Y., April 20.

Eddie Roy's crew musicking at Mori's, N. To cut in on small booker and try

Native Son Maestros

Charlotte, N. , April 13.

Hal Kemp and his orchestra are back in the native state of Kemp, and most of the boys playing in the outfit. The names of Kemp, Bob Allen, Skinny Innes and Saxie Dowell, well known in North Carolina, are making for excellent business. A public dance at Rocky Mount on April 6 took \$2.25 per person at the door, with plenty of oustomers.

Another North Carolina and the state of the

tomers.

Another North Carolina band, with a native leader and several Caroli lands behind the instruments, will be back in the state in June, Kay Kyser and his orchestra will play the June German at the University of North Carolina. Kyser is an alumnus there, as are several of his boys. Kyser will play the dances from June 3 through June 5. The committee is after Eddy Duchin, for June 2.

Pre-Sample Band On Wax as Dance **Date Ballyhoo**

Troy, N. Y., April 13.
Phonograph records of Shep Fields' music were spotted between live talent on a three-week radio buildup over WHAZ, Troy, for the orchestra's appearance at the Armory April 9 under the auspices of the Troy Police Benevolent Association. Platters were used to give listeners a sample of Fields 'rippling ripythm.'

rhythm.' Broadcasts, running 25 minutes were newspaper-advertised.

KAY GROSSES \$1,056 AT LINCOLN CASINO

Lincoln, April 13.

Herbie Kay topped his own record at the Turnpike Casino here this week-end (9) and grossed \$1,056 for the single night with scale at 83c per person. Kay held the old record of \$760 set on the day following Thanksgiving last fall.

Kay band is swinging back toward Chi after a quick money grab into the interlands.

HOLIDAY NAME SPREE FOR ATLANTIC CITY

Set for simultaneous appearances at Steel Pier, Atlantic City, over Decoration Day weekend are the Benny Goodman, Guy Lombardo and Tommy Dorsey ores. All will work the ballroom.

Two name acts will also be set as adjunct attractions for the three-day stand, May 29-31. Eddie Sherman booked.

CRA Adds L. A. Spot

Consolidated Radio has found its way into another new location spot with setti Wilshire Bowl, Los Angeles, Opening attraction is Harry Lewis on April 15.

Thelma White's Starter

Thelma Wy nite a Starter
Thelma White, ex vauder turned
femme maestro under CRA tutelage,
opens first engagement of her alimale band at the New Kenmore hotel, Albany, N. Y., April 24.
Spot has an NBC wire which will
be blasted by Miss White, who also
sirgs with her crew. Charlie Barnet
succeeds Miss White on May 8.

Moses Bros. Book MCA

Liftle Rock, April 13. Herbie Kay and his ork played for dance at Rainbow Gardens in Little Rock Monday night (5). It was first MCA unit brought here by Jimmy and Cleve Moss, brothers, who are

planning engagements for several other 'name bands' in the future. Dance well attended, especially in view of fact engagement was on Monday night.





Last Week's 15 Best Sellers

[The trade will be interested in comparing the selling relativity to the most-played-on-the-air tabulations, shown elsewhere in this department. Song title and publisher of the best selling 15 are included; only the title of the song is recorded in the air plugs.]

†Little Old Lady	Chappell
Boo Hoo	Shapiro
*Moonlight and Shadows	Popular
What Will I Tell My Heart?	Crawford
When My Dreamboat Comes Home	Witmark
When the Poppies Bloom Agai	
Trust in Me	Ager
'I've Love to Keep Me War	Berli
This Year's Kisses	Berli
*Will You Remember?	Schirmer
*Sweet Is the Word for	
Serenade in the Night	Mills
On a Little Bamboo Bri	
*My Little Buckaroo	
*Too Marvelous for Words	
	roduction song.

Night Club Reviews

BACHELORS CLUB

(PITTSBURGH)

(PITTSBURGH)

Pittsburgh, April 8.

This 'for members only' spot in the East Liberty district has just begun to go in heavily for floor entertainment. In past it's been a couple of local specialty acts mixed in with the usual dansapation, but, that's a thing of past. For instance, current show has six acts and, taken as a whole, as good that the couple of the town has to offer in niterary entertainment.

Bachelors Club doesn't advertise because it's not open to the public the paid-in brigade naturally doesn't get stuck for a cover, and the drinks and food are moderately priced. Seats, around 200 comfortably; interior 30 decorated attractively in modernistic style, and the floor's spacious enough to allow for most any type of act.

Mistress of ceremonying—and do-

of act.

Mistress of cerémonying—and doing a crack job, too—is Dorothy
Bushey, a local gal who didn't have
to leave town to make good. A personality kid back in the de luxe days
when Dick Powell and Ed Lowry
were m.c. ing around here, she's lost
nore of the old cutieness, still peddles
a novelty tune with the best of them,
and handles her announcing with a
snappy infilmacy that's ringside tops.

Outstanding in current show as.

Outstanding in current show are Leroy and Sharp (New Acts), boy-gal ventriloquist combo.

Outstanding in current show are Leroy and Sharp (New Acts), boygal ventriloquist combo.

'Opening are 'Carvell Sisters—tall, attractive blonde and brunette—with fair enough set of pipes, but more impressive on the terp end. They do a couple of dance numbers, first smart musical comedy routine and then modernistic affair, but vocally might do better if they'd ease it through a mike. Verne Wilcox contributes two sizzling examples of acrobatic legmania, her best being that drunk, in male garb, which she gets off in sock showmanly fashlon. Spotter Phil Liwry, nusky tenor, better the state of the stat

but he's on at musa, someter,
Music here is by Al Turner, local
violinist, and an eight-piece outfit
that knows how to dish it out for
dancing and show. Turner's had his
crew at this same spot for more than
a vear now.

Cohen.

606 CLUB

(CHICAGO) April 7.

The 600 is a smalle, but it is the new Chicago Sansation, located in the new Chicago Sansation you all in the chicago sansation with the chicago Sansation with the chicago Sansation with the chicago Sansation with the sansation of the sansation with the chicago San

vens or what-not, there's one thing to make an evening complete and tops. That one thing is a visit to the 806.

Hot show, sure, and what's more, the 806 seats its customers practife the full heat. Floor is only about 12 teet square with a bandsand holding a four piece aggregation stuck-dway in the corner. Tables in the place are just big enough to hold our glasses, providing, they're straight-ups, and the spot is plenty crowded from 17 big to the place are just big enough. The providing they're straight-ups, and the spot is plenty crowded from 17 big to 18 big they extraight-ups, and the spot is plenty crowded from 17 big to 18 big to 18

of Sol Lake leading three musicians, is the funniest thing in the neighborhood. Drummer wears a hillbilly shirt which is topped by a dead panneeds no spotlight to point him out; neither does the planist with the serious mien of a new point, have their own individual characteristics.

Other novelty is Boots-Burns, who does a character strip, coming out in complete cowboy regalia, and divesting it garment by garment until she's ready for a sunburn.

NIXON CAFE

(PITTSBURGH) Pittsburgh, April 9.

Pittsburgh, April 9.

New show here news to recent policy Joe Hiller mapped out for Tony Conformer and the recent acts and the policy of the p

easy on the eye.

First time in more than year he's
been here, DiPalma is yielding the
next-to-closing spot. Refurns on his
operatic arias not having diminished
any, however, but he's wise in realizing that doing his stuff on heels
of Ellon, Eva and Ray's antics might
be dangerous.

Line of sight Charles Physical and

of Elfon, Eva and Ray's antics migni-be dangerous.

Line of eight Chester Doberty girls one of best-looking Nixon has in flock of shows. Spot occasionally has sacrificed ability if its kids looked good out front, but Doherty chorus has both and shows each to good advantage in four flashy numbers.

Like DiPalma, Middleman and his band are also going into second year here and about ready to step out now. Corking dance outfit, and no show too difficult for it either, and local outfit is ripe for plucking by one of the big-time band agencies.

Cohen.

CONTINENTAL ROOM

(STEVENS, CHICAGO)

(STEVENS, CHICAGO)

Chicago, April 7.

Policy of the Continental Room of the swank Stevens is a little different than that of similar rooms about town, in that its show holds no line, nor pretends, in any way, to be pretentious. Neither are any vaudeville turns presented. Instead, the show consists of 45 minutes of class entertainment purposely designed so that it will not interrupt the talking or eating which goes on at the tables.

Jimmy Joy and board for the start of the

that it will not interrupt the talking or eating which goes on at the tables.

Jimmy Joy and band form the hub paround which the show is built. As tan organization they have much to offer, and ive it all in this show, a breaking up into several combinations to get different effects. In one spot three members play violins, three clarinets and three saxophones; an another the band goes entirely violin; and in still another the aggregation forms a glee club. Joy himself is a hot trick clarinetist and does a swell specialty.

Of the acts, the best is the Archer Sisters, good-looking blonde and brunette dance team from the Coast. Do a combination Hawaiian-aricoa the coast of th

GROSVENOR HOUSE

(LONDON)

(LONDON)

London, March 31.

Easter holiday had evidently not yet concluded on Tuesday evening, March 30, when the new Grosvenor House suppertime entertainment had its premiere. The large restaurant had a large smattering of empty tables—a most unusual state of affairs for such an occasion.

Vic. Oliver, who did his piano and violi turn, also acted as compere and is probably a better comedian than most peop the sterre comedian than most peop the sterre comedian than most peop the sterre comedian than the sterre of the doctor in? and get away with it in fine fettle. This is indeed a test of humor—if not originality. He was extremely funny throughout, and since his marriage has acquired more class. His jokes are just as pointed, but not in so vulgar a manner.

Mildred Monson, ballad singer

Mildred Monson, ballad singer from the U. S., aided and abetted by a mike, offers a neat and pleasing turn. An extremely intriguing act is the Egyptian magician, Gali-Gali. He is a fine entertainer for close work legerdemain, which he puts over with an orientally obsequious manner.

over with an orientary obsequence manner.

The Three Nonchalants, trio of American breakneck comedy acrobats, present a splendid routine, but which somehow lacks the speed of other turns of that calibre. The 12 Aristocrats, ensemble of six mased dance teams, co-ordinate rhythmically to the audience's satisfaction.

Jolo.

BAL TABARIN

(PARIS)

(FARIS).

Revue in two acts by Flerre Sandini and Plerre Dusbout, produced Sandini allereted by Marcel Dupon; ballet master, Marcel Berge; musical arrangements, Jean Alfaro; sets, Erte; costumes, Zanel.

This colorful, fast-moving spec-tacle created for the Exposition fur-nishes admirable proof the operators of this institution—and the Bal is almost that to Paris-can produce entertainment of the sort that goes well with both visitors and

natives. But with this magnified finery as But with this magnified finery as compared with previous shows here, prices have been hoisted, with the flat entrance fee almost doubled to reach the near dollar mark and drinks taking the jump also. Maybe the general publi won't know the diff.

diff.

Not as nude as recent presentations, this revue takes advantage of
added costuming to make the most
of it. Also, lighting effects and
presentation surpasses recent shows.
Both are commendably done.

Both are commendably done.
Revue is divided into two parts,
with 'Fastes de Naguere' ('Pomp of
Not Too Long Ago') taking part of
the first 'half back to the days of
Louis XIV for costuming inspiration
as well as some of the dances, and
finishing with 'Pomp, 1937', wherein
modernization and fast movement
stem in

Jours AIV for costuming inspiration as well as some of the dances, and finishing with 'Pomp, 1937,' wherein modernization and fast movement step in.

Circus, with some ideas not too original, but well executed, furthers the keystone of the second price of the second

Starce, but lacking in the extraordinary.
Sterner Sisters, Lois and Jeanne, furnish one of the brightest spots of the first, half, with a new tap routine that has both rhythm and animated movement. Girls are featured and their work well descrives it.

Outstanding lighti is

achieved in a darkened house to re-veal Elizabeth on a raised dais in flowing drapes, to artistically dispose of them in her efforts to escape the almost invisible Artini and Dell'-

of them in her efforts to escape the almost invisible Artini and Dell'Adami.

Solo waltz number in another darkened house by Desha allows other unusual effects. Unusual costume includes large half-hoop draped in dull azure blue material, with a flowing train held in each hand to give, grace and soft movement to the dance, followed by a subdued spot. Ballet closes this half with some loe dancing a la Serge Lifar. Ca c'est du Cirque girls their paces by a ring master; nudes parade as tatoord, bearded and other reaks, other nudes as equestrians mount revolving horses, while trapeze artists descend from the toof and gayly-colored crowds and barkers look on and abet from the balconies.

Horses, more than life size, rise from below, with a blonde and red-leaded Lady Godiva, and femal trapeze artists, from above, abandon superfluous garments to the audience below.

Barkers i the balcony ballyhoo.

trapeze acuses, acceptable below.

Barkers i the balcon'r ballyhoo while the 'animals' parade and Vera Thomas and the second below.

Barkers i the balcon'r ballyhoo while the 'animals' parade and Vera Thomas and the second balcon and bood, man and woman, come in as clowns of the baggy pants type to offer some soft shoe steps and burlesque strong men.

Sterner Sisters again take the spot as grotesque medicine men to offer a fast jazz routine that catches on even better than the first.

Freaks follow, with the talooed lady luridly striped. Beatrice and Violet Bache as the Siamese twins give way to the Can-Can dancers.

Arcadia-Internat'l

Arcadia-Internat'l

(PHILADELPHIA)

Philadelphia, April 8.

This top Philly nitery brings
Happy Felton and his band back for a return engagement to lead one of best shows it has presented this season. The big, roly-poly Pittsburgh band leader, who also consider the band leader the ban

Al Smith

(Continued from page 1)

(Continued from page 1)

the matter, his spokesman sai . Any legal action or other public attention to the airing would merely drag whole sorry affair out into the open again, the one-time Presidential candidate figures. Cases of the kind are just another of the sort of persecution any public character must endure, he feels. Taking the matter into the courts again would merely attract attention back to jit and afford network and sponsor welcome outloid; and motoriety, he believes. Has no intention of even protesting so the station, Mutual heads or MacFedden execs, it was explained.

While neither Al Smith nor his son was informed they were to be the subjects of a radio 'dramatization'. District Attorney Dodge, who in personal tion. District Attorney Dodge, who prosecuted and convicted the blackmailers, appeared on the programation. Broadcast script itself was said to be taken from yarn in current of the program of page 38.]

Tests

(Continued from page 7)

tures, either in a solo spot much the same as they would be presented in else as a runni a vaudfilmer. gag. As single-spot workers,

have years of experience at getting their material across in a limited period of time, and this counts heavi-ly in pictures.

their material across in a limited period of time, and this counts heavily in pictures. Chubby Kane, 7, of iladelphia, in radio and vaudeville as singer and dancer, has been screen-tested by Universal for filmusicals. Betsy Vorke Nelson, Louisville socialite, may go into pictures, may test her this week. Benn Jacobson, assistant to Al Altman of Metro, is setting six legiters for tests after seeing first annual benefit performance of the Understudy Club, new Broadway group, at 48th St. theatre, N. Y., April 10. Those being contacted are Merryn Molson, Gordon Mills, Lynn Phillips, Don Moreno, Penny Bancroft and Willem van Loon. Latter is son of author Hendrik Willem van Loon. Miss Bancroft is president of the new organization.

M. 40 Acts

Hollywood, April 13.

Production crew for Paramount's Artists and Models' is ogling more than 40 vaude acts to put into the picture. Walsh will direct,

picture. Walsh will direct, with Jack Benny, Gail Patrick, Dorothy Lamour, Randolph Scott and Ben Blue heading the cast. Acts are being picked by Walsh, Lew Gensler, producer; LeRoy Pri dance director, and Russell Patterson, artist. Upon completion of Broadway Jamboree at Universal, Buddy De Sylva will produce an elaborate musical extravanganza, 'Four Black Sheep' Quartet splitting title roles are Bert Lahr, Billy House, Mischa Auer and Jimmy Savo, Monte Brice and Henry Myers are collabing the screen play.

Chi a New Centre

Chicago, April 13.
Growing importance of Chicago as a source town for new screen talent due to nite club and radio activity has the film companies di cussing the possibility of a regular screen test office in the loop. Scouts hitting this town have been lost in the past due to the fact there are no solid screen test facilities here such as on the Coast or in New York.

York.

Some of the firms have used the newsreel department for some quick flashes but this is obviously unsatisfactory. Others have hired an independent local film laboratory but this also hasn't worked out well.

A cooperative screen test studing we have the set up for all the companiouse.

Figured, it'll cave money and effective the studing was the set up for all the companiouse.

may be set up for all the companito use.

Figured it'll save money and effort in the long run, since the scouts now, when finding somebody that looks really good, are paying the freight to New York or occasionally to the Coast to the tests.

Line carried by a daily paper stating that Ben Piermont and Joe Holton, 20th Century-Fox scouts, were here looking for talent, but none was to be found, almost upset things for the boys, by causing some 500 hopefuls to drop in for interviews over the weekend. Here for a two-week stay, Piermont and Holton are combing radio, studios, iteries, theatres and university campuses for talent, making tests of everything presentable in the Bob Duggan studios, which they have fully equipped for both pictures and sound. Plans to make Chicago a spot for monthly visits.

Number of models and showgirls visits.

to make Chicago a spot for monthly visits.

Number of models and showgirls were tested first of week, as well as were Parker Wilson, Virginia Clark and Peggy Wall, from radio; Ju St. Clair and Pete Noble, knockabout skating turn, from vaudeviller, and Stroud Twins, from niteries.

Expect to make either monthly or bi-monthly visits here, feeling that there is plenty of talent in Chicago which needs iscovering, an consequently are doing an intensive job this trip; covering niteries, theatres, radio, model bureaus, and college campuses. So far, have taken two girls from Chez Paree, one from Yacht Club, one from Northwestern University, three from the Models Bureau, and two from State-Lake line.

line.

Also taking tests of several mostly from radio, but sever, including Stroud Twins, from niteries and vaudeville. First of this week spent in photographic tests, the voice tests to come later.

Dept. Store Route for Acts Growing In Chi; Varied Entertainment Policies

Chicago, April 13.

Indications that department stores are becoming quite a field for vaude-ville bookings has set the agents in his vicinity in a mad scramble to be among the first to get their acts between the counters. Where before the agents only had the tags of the-atres and niteries on their books, the names Goldblatt's, Mandel rothers and Marshall ield are now being mixed up with Oriental, Chez Paree and State-Lake.

Gertrude Niesen, doubling the Chez Paree and State-Lake.

Gertrude Niesen, doubling the chere, is said to have tried to post-poin picture commitments so that she could play a number of department store bookings at more monet store bookings at more monet store bookings at more moneted her As it is, she has just completed six consecutive days of store appearances, doubling from her nite spot, and getting heavy billig at each one.

Esch of the big stores seems to

one.

Each of the big stores seems to be aligning itself with a certain policy as to type of acts they'll play and, like radio sponsors, are choosing the type that will pull the kind of people who ordinarily are the users of their merchandise. Marshall Field's, for example, is making a heavy play for sports celebrities and swank kid entertainment; Goldblatt Bros. for names from any branch of show business including side shows; and a number of other stores such as Carson Pirie Scott, Sears-Roebuck and Mandel's are reported to be looking slyl over what might be termed a near-cabaret type. Heaviest user is undoubtedly Goldblatt's, both in number of acts, names and in exploitation. With Gertrude Niesen there, store is using a half-page ad for her alone, to follow the very next day with almost the same amount to plug personal appearances of Olsen and Johnson, Lorraine Ingalls, Chicago Jubilee Queen, and Hii, the 'Good Earth' buffalo, including his trainer, all of whom are billed for one day.

Formerly Played a Circus These are the same Goldblatt Bros. who brought one of the big circuses to town last season. Store has scheduled Boake Carter to fly all the way here to open its now State street store and to act as the mac to introduce a cast of citizens and celebrities such as no theatre in town can boast.

This store is actually squawking that the circuses are taking the acts in a Store is actually squawking that the circuses are taking the acts in Store is actually squawking that the circuses are taking the acts in a Store and the policy of the condition of the policy of the store is actually squawking that the circuses are taking the acts in a Store and the policy of the condition of the policy of the policy of the condition of the policy of the policy of the circuses are taking the acts in a sousted spot roped off on the restaurant floor of the loop establishment.

In catering to the class of people thy desire most as customers, Marshall Fields is grabbing off every outstanding sports celebrity possible. They'll. b

Mayor Authors Skit Ribbing AFA Members

Mayor Fiorella LaGuardi of New is personally writing and will appear in sketch kidding the actors at the American Federation of

actors at the American Federation of Actors annual benefit at the Met. Opera House, N. Y., April 25. His stage partier will be Irene Rich. At a recent N. Y. ress Club affair, Mayor LaGuardia was presented in a skit ribbing newspapermen. He also scripted this. AFA is presently trying to sell the radio rights to the benefit to a commercial sponsor. No deals set so far, however,

BILL ROVNER'S NEW NITERY

Philadelphia, April 13.

William Rovner, proprietor of the Berlin theatre, Berlin, N. J., will open a nite spot on the White Horse Pike, about midway between Philly and Atlantic City,

Sullivan's Home-Town **Debut as Vaude Actor**

Ed Sullivan, N. Y. News columnist, will play a three-day stand at the Palace, Stamford, Conn., commencing Thursday (15).

Columnist's date is in nature of 'local lad makes good,' and not really because of his scribbling, since his writing are not resulting the columnist's resul

his writings are not syndicated in any Stamford sheets. Idea is that Sullivan comes from Port Chester, N. Y., town hard by Stamford.

Amusement Biz Aided Red Cross Over \$1,000.000

Musicians having donated their services to the sundry Red Cross benefits for the flood sufferers this past winter, the N.Y. Theatre Authority. Inc. was last week reimbursed with a check for \$5,494.50 from William Wrigley, Jr. to make good the musicians' efforts. This is in addition to the \$25,000 paid by Wrigley for the broadcast to the gala benefit from Radio City Music Hall Feb. 11.

benefit from Hauso Carry Feb. 11. Another big show, at Carnegie Hall, the ensuing week, netted \$25,000 also. American Red Cross states that in excess of \$1,000,000 was realized through the sole efforts of the musement business at large for the midwest flood catastrophe.

midwest flood catastrophe.

Music Hall benefit, including the
\$25,000 radio rights, netted \$44,000 in

MORRIS AGENCY SUIT VS. GYPSY ROSE LEE

William Morris agency's suit vs. Gypsy Rose Lee for \$1,000, claiming breach of contract, today (Wednesday) comes up in Municipal Court, N. Y. Agency-claims it signed Miss Lee and therefore should get commissions on her 20th-Fox picture contract, but the stripper, through Attorney I. Robert Broder, maintains that all she signed was an option, which expired before the picture deal was arranged. Miss Lee leaves tomorrow (Thursday) for the Coast. Accompanying her will be Irving Sherman, who'll rep Curtis & Allen in her management in Hollywood.

B'klyn's 3 Flesh Nites

Brooklyn is now getting three nights a week of flesh entertainment in three former vaudfilm houses. First time town has had that much in

Beginning tonight (Wednesday), Strand offers weekly dance contests. Paramount has professional night on Fridays. Fox holds amateur night Mondays. Only other flesh shows in Brooklyn are the burly houses and

London Mayfair Books Caperton and Columbus

Caperton and Columbus, dancers, o to the Mayfair Hotel, London, ate in June. Guarantee is for six

go to the Mayfair Hotel, London, late in June, Guarantee is for six weeks.
Understood management the London hostelry plans ballying fact that Harriet Caperton is a first cousin of Hiram Bingham, U. S. ambassador to the Court of St. James. Charles Columbus is currently in Frederika' Broadway.

Looking Far Ahead

One of the farthest set vaudates contracted for in quite a while is the spotting of the Benny Goodman band for-a week at the indie vaud film Hipp, Balto.

Crew is booked for the Sept. 24-stanza.

Gigli, the Agent

igli, the opera star, is the unof-ficial agent for Louis Caflero, Italian songster, who opens this week at Mori's, Greenwich Village landmark. Singer was booked in on Gigli's Mori s. Singer was booked in on sponsorship.
Eddie Roy's orchestra is the dance

'ABROAD' UNIT **FOLDS AFTER 1ST WEEK**

musical

which Mike Todd produced with the Shuberts' bankrolling, folds after its first week, current, at the RKO Boston, Boston. Unit played in Providence two days prior to the Boston date for a break-in.

Cast and money troubles are said to be causing abandonment of the show. Frank Gaby, who started out with the unit, played Providence and then was replaced by Joe Besser, with A. Robins also going in for the Hub engagement.

RKO Orders Special Units for Cleveland as Expo Tourist Bait

RKO has ordered four special and consecutive productions for its Palace, Cleveland, starting May 14, to attract the expected tourists for

to attract the expected tourists for the reopening of the Great Lakes Exposition. Staging assignment for the shows has been given the indie producing triumvirate of Chester Hale-Clark Robinson-John Hickey. Hale will routine a line of girls for the shows before taking over the assignment of producer for the Casino. Dallas, nitery adjunct of the Greater Texas, Pan-American Exposition opening June 12, with Robinson and Hickey taking charge from there on. Robinson will locate in Cleveland for the four weeks. Specially booked acts will be worked in with the line, with talent changed weekly.

J. L. & S. TO CONTINUE **OPERATING STATE-LAKE**

icago, April 13. Jones, Linick & Schaefer will con tinue to operate the vaudfilm State-Lake as an indie venture after May Lake as an indie venture after May 1 on its present arrangement, with Balaban & Katz making no move to take over the operation of the house, despite an option to do so on that date. Under the agreement, B & K must give J. L. & S. at least 60-day notice on any takeover of the operation of that spot, and from present indications J. L. & S. will continue to run the tate-Lake indefinitely. That means at least through the summer.

That: means at least through the summer.

B. & K., it is understood, has no plan to take over the State-Lake unless and until it first disposes of the straight-flicker Roosevelt and with the Roosevelt still retained as the picture house the State-Lake remains as an indie vaudfilmer underthe J. L. & S. bans the State-Lake on an operating fee and 50-50 on the profits, similar S. worked out & K. on the McVickers.

Mary Lee, Beaman Split On Philly Nitery Operation

On Philly Nitery Operation

Philadelphia, April 13;

ifferences between Mary Lee and her bankroller, Max Beaman, put. Mary Lee's Nighteap in the locker after six weeks of operation. Place was shuttered for several days until last Friday (9), when Beaman opened it himself under its old name, the Latimer Club.

Mary Lee is back singing at 21 Club. Understood break-up resulted because Beaman wanted to install hostesses, while Miss Lee demanded the joint be kept 'high class,'

Bowes Plotting Barnstorming Tour To Replenish His Skidding Rep

Club Variety, on B'way, Another to Go Dusky

roadway gets another colored nitery, its fourth, on April 24, when Club Variety, cellar spot in Mayfair Theatre building, 47th street and Broadway, goes dusky with 100% colored show and band.

Nitery was reopened about six months ago after several name and operator changes as the Variety by Sam Roth. Owner hopes to cash in on the Harlemania craze sweeping midtown. Kit Kat, Cotton Club and Harlem Uproar House are incumbent sepia spots and doing well.

Woolworth Oasis On H'wood Blvd.: Drinks 5 and 10c

Hollywood Boulevard, the Santa Claus Lane of layoffs who ite make the two-bit spots, il lounge

with all the allure of Woodworth's.
Place is called Bradley's 5 and it actually serves straights for a small bit.

Front has all the streamline sex appeal of a high class cocktail bar and inside it's up to the best of them in appointments, rugs, furni-ture and what the French call w.c.'

ture and what the French call w. c.'

Bar averages, 2500 customers daily with 3,500-4,000 Saturday. Take is better than \$5,000 for the week, and it looks like the chain-store idea in 10c. Tom-and-Jerrys is in.

Clientele is very exclusive—exclusively extras, sailors, marlnes, truckdrivers, Russian dukes and newspapermen who crave a few honest moments by buying their own drinks for a change.

In few weeks the 5 and 10 has been in operation it has played to capacity and with everything else going up 20%, a 50% cut in the price of drinks strikes the peasants as proof at last that prohibition has been repealed.

been repealed.
Soon the Beverly Hillbillies will be dropping in for slumming parties and that will be the end of the truckdriver's dream.

WB BOOKS LOCAL PITT. AMS; MAY TOUR 'EM

Pittsburgh, April 13 sored weekly over WJAS here for last two years by Wilkens' jewelry firm has resulted in a week's booking for the troupe at Stanley theatre, June 4. It's the first time a local air attraction has ever been pencilled into a de luxe house as the stellar attrac-

a de luxe house as the stellar attraction.

Ether feature conducted by Brian McDonald, former musical juve; Jerry Mayhall, long-time orchestre pianist and arranger for name bands, and Jack Logan, WJAS announcer who has become a fixture. They'll go into the Stanley with troupe to be selected by phone vote on next nine Sunday programs.

Warners has intimated that if McDonald Mayhall - Logan set- up goes over at Stanley, number of Wilkens units will be assembled and sent on tour of 68 WB houses in tristate territory. Recent survey

state territory. Recent survey showed that Wilkens hour, on WJAS every Sunday afternoon from three to four, has biggest number of listeners of any program on all five local stations.

Anna May Wong in Vaude Anna May Wong is scheduled for couple of weeks of personals by

a couple of weeks of Sale Loews. Chinese film player opens in Washington, May 6, with the State, N. Y., to follow. Walter Batchelor agented.

Major Edward Bowes' skidding rating on the air may be reflected this summer. in a barnstorming tour by himself. He has been mulling plans for such a tour for the past few weeks.

Meeks.

Idea behind the barnstorming is to re-popularize the Major, but in auditoriums, stadiums and large theatres, on a percentage basis. According to tentative plans, Bowes will take over some of the spots himself on a rental and gamble for the entire net.

the past, Bowes has turned down point-blank several lucratives offers for personal appearances, along with one of his amateur units, Now, however, with his one-year radio contract with Chrysler terminating in September, his staff is looking ahead to practically forcing a renewal via a triumphant Coast-to-Coast tour, and with Bowes broadcasting from every key city. Windup casting from every key city. Windup of the barnstorming, if and when, would be i San Francisco, Bowes' home-town.

home-town. San Francisco. Sowes home-town. It has even been suggested to Bowes that he could play in Soldier's Field, Chicago, which has a seating capacity of more than 100,000. This spot, even half-filled, would add quite a figure to Bowes' exchequer, of course.

Skid of Bowes to the third slot In the Co-operative Analysis of Broadcasting report has also been reflected in the amount of business his touring amateur troupes have been doing lately in theatres. B. reports on these shows have not been near as helty as they were a year or so ago,

L'ville Niteries Looking Ahead to Derby Day; Setting Shows and Orks

isville,

Musicians hereabouts are getting a good break with the opening of many cocktail lounges. With Derby Day, May 8, not far away, night spots are placing orchestras and floor shows in anticipation of hefty biz when the influx of racing fans get

spots are plating or cliest as and noot shows in anticipation of hefty biz when the influx of racing fans get underway.

Casa Madrid, under on the first of all and Charlie Shribman, and managed locally by Johnny O'Reilly, trotted out a new floor show with Bennett Sisters, Larry Kenyon, Martin and Marvel, and Nedra Gordliner. Johnny Burkarth's band remains on dishing out the tunes for dancing and floorshow.

Iroquois Gardens, under Clarence Neafus' direction, is now open and offering Hot-Cha Gardner's music, with Josephine Larkin, vocalist. Club Greyhound, across river in Jefterson rille, Indiana, welcoming back Cliff Winehill from Milami. New floorshow also on view, and Anthony Trini's band continues to furnish dansapation.

Harry Diekman, local band leader, is now heading strolling group of four at Stables, Hotel Seelbach. Rhythm Rangers, male quartet, now strolling at Kentucky hotel. Other spots which have recently started to use musicians are Silver Slipper, featuring King Perdue band; the Biff, with Ray Luby's crew, and Inn Logola, with the Kentucky Cardinals orchestra.

Advance Sell-Out

Milwaukee, April 13.

'Paradise Revue' unit at the Palace here playing to one of biggest weeks

on record.

Unit came in to the house with backing of Milwaukee temple of Shriners, and an advance sale of 40,000 tickets.

Bowes' Grad With Stabile

Pittsburgh, April 13. Another alumna of Major Bowe Another alumna of Major Bowes amateurs has just graduated into bigtime. She's Paula Kelly, who's been taken on by Dick Stabile as featured vocalist with his band at William Penn hotel's chatterbox. Gal replaces Joan Cavell, who succeeded Billie Trask when Stabile left New York for this town.

Miss Kelly was one of singing tri, Kelly Sisters, who played Stanley here about a year ago with a Bowes unit.

Unit Reviews

SLUMS OF PARIS

(PALACE, ALBANY) Albany, April 11.

Albany, April 11.

Best chorus of the season here, from the viewpoint of both looks and dancing, generally the best of the season here, from the viewpoint of both looks and dancing, generally the best of the season of the seas

"WHEN I'M IN DOUBT, I SEND

POPS LOUIE

Out to Stop the Show-and They **Never Miss**" **ED SULLIVAN**

THIS WEEK April 8th Loew's State, New York

"Dawn Patrol Revue"

Management MABEL WHITMAN

Personal Res HARRY PINCUS

MILLS ARTISTS, Inc.

Sibley. Too bad they don't let her sing more instead of wasting her as a stooge for the humor of Sid Marion. A pair of clownish net tumblers, Monroe & Grafft, add to the comedy.

A pair of clownish net tumblers, Monroe & Grafft, add to the comedy, while some nifty tap steps are rattled off by the dark complexioned Dot and Dash.

The illusi of Montmarte is striven for in atmospheric back drops, while the 16-girl chorus anpears in three separate guises smacking of la vie Parisenne. Most effective is the drill formation with French helmets, which reaches a picturesque climax when girls shoulder phosphorescent guns on a darkened stage.

The unit, of course, wouldn't be complete without an Apache danice. This is given a novel twist with some daring knife throwing, while Magda and Billy LaBranch knock each other around in a fashion supposed to be typical of the Parisian underworld. Renee Villon is graduling the proposed to be typical of the Parisian underworld. Renee Villon is graduling the proposed to be typical of the Parisian underworld. Renee Villon is graduling the proposed to be typical of the Parisian underworld. Renee Villon is graduling the proposed to be typical of the Parisian underworld. Renee Villon is graduling the proposed to be typical of the Parisian underworld. Renee Villon is graduling the proposed to be typical of the Parisian underworld. Renee Villon is graduling the proposed to be typical of the Parisian underworld. Renee Villon is graduling the proposed to be typical of the Parisian underworld. Renee Villon is graduling the proposed to be typical of the Parisian underworld.

(Both of these Top Hat units, reviewed at divergent points, are two different outlets, produced by separate auspices. It's the second title duplication occurring in, the past fortnight. Don Redman and Cab Calloway, both colored orchestra. are touring the vaudilmers, both heading a Cotton Club' unt.)

TOP HAT REVUE (ORPHEUM, WINNIPEG)

Winnipeg,

After wending a rather precarious course for some little time, and after many cuts, kills, and replacements within 50-minute time that according to the course for some little time, and after the some course for the some course for the some course, and the some

noise created this one ranks in the top brackers.

It's a toss-up as to which of the owners take the spotlight, both taking heavily with the evening crowd caught. Gene Gory is spotted in the number five hole, and from there on it is able, hole, and from there on the dear of a ditty on the fidely of the Ciegfeld Follies' and holder of a mess of needs' for his playing, he trucks on to tear off a ditty on the fiddle, imitating first an organ, then priest chanting, followed by the choir chanting. Sounds good and the customers like it.

From there on the soot goes.

tomers like it.

From there on the spot goes stick with the sky the limit. During this time he rings in a six-inch fiddle and a G string on a broom handle. His partner, Roberta, who is credited with originating the Star Dance, comes in for her spot around here. It's just a star-shaped frame with the lady's or full acettreed out the lady's or full acettreed out unveiling.

Gory then takes of the star of the star

unveiling.

Gory then takes off in a serious mood, this being the highlight of the whole act. Rated him four bows on the night caught. Gory next works in five boys from the band, all dressed up in femme attire, another part of the act he claims to have originated. This part is plenty slapstick, ith anything going, just

so long as it's funny. Means over-time work for the band boys, but it's worth the trouble. Lopez & Costello, dancers, fill in a couple of spots with a straight ball-room dance, followed later by a rhumba, that seems to please every

one.

McFarland & Brown, knockabout acro duo, come in for a brief spot. Best is when the boy, while lying on the floor, brings a skipping rope into

Best is when the boy, while lying on the floor, brings a skipping rope into play

Billy Raymond, with colored country parson act, comes on while the stage is being set for the following act. He was in here last year, but since that time has done plenty of work on his act. Still using the appropriate of the still of

TOP HAT REVUE (CAPITOL, ATLANTA)

(CAPITOL), ATLANTA)

Atlanta, April 11.

rry Clark, Chiengo producer, has another good, compact unit, brimming with talent and consisting of standard vaude acts that hit the spot, with Cap patrons. Clark has used this title for several years, but this is a new unit. There's 17 incompany and six tooters, who augment house's seven-piece band. Chan Knoll Trio, adagioists, or the seven was a seven-piece band. Chan Knoll with applause honors at Knoll with applause honors at the seven was a seven-piece band. Chan Knoll with applause honors at the foliation. The seven has a seven act, doing her stuff amount and applause honors at the foliation with two small buckets, filled with water, attached to long rope, swinging them without spilling, and arroth act, doing her stuff amount and are and was complet turn in that nostiloa. And Rene Roberts and and makes complete turn in that nostiloa. And Rene Roberts and and water complete turn in that nostiloa and Rene Roberts and a with a water a striking grey-blue satin outit.

Knoll Trio back at this point with an odacio exhibition that had the audience gasping. Itm is replete with discarding spins difficult ifts and with water step-leap for a perfect catch.

Phil Bernard, impersonator and makeup artist, beases with his take-offs on Cantor, Ed Wynn, Jimmy Du-

rhythmic step—leap for a perfect catch.
Phil Bernard, impersonator and makeup artist, pleases with his take-offs on Cantor, Ed Wynn, Jimmy Durante, Chapli and Groucho Marx, man and the properties of 2 the price for impersonations of 2 the price for impersonations of 2 the price of the price

Saranac Lake

Mari ig strect soon. Katheri another milestone, Joseph Parker N. J., to attend Hi passed to attend father. rande, of WB's h.o., is a

newcomer up here. nry Winsch, Ri nry manager Va. Wilmer & at the holding routine Ford Rayı red his fourth

rib op.

Danny Lee, formerly
and Lee, and in later
of the U. S. theatr
s a new acrival.

Frisco DeVere undergoing major
op, at the Community hos ital, N. Y.
Write to those you know in Saranac Lake and elsewhere who are

Stan Norris' aggregation plays Memorial Hall, Racine, Wis., April 30 for CRA. Just exited the Merry Gardens in Chicago.

New Acts

JOSEPH ZATOUR Hotel Shelton, N. Y.

Hotel Shelton, N. Y.

Combinations of the Joe Zatour type are the reason why some of the nitery hosts and rounders—management and patronage alliem—aver that the vogue of the big bands is becoming a limited proposition. OK, of course, for the name bands is thop class spots, which can afford em, but for the average hostelry or nitery, the versatile five and sixple to the complex of the complex o

comes a difficult problem once the combos get over 10-12 men. Zatour's is a so-called Continental' type orchestra which mixes taying the turrent polyon of the combos get over 10-12 men. Time on Manda's etc.), plus the ability to play waltz, tango and rhumba sets, not forgetting the maestro's own accomplishments as a vocalist in French, English, Russian, German and Spanish (tangos).

Zatour has been around N. for seasons, first coming to attention at Place Piqualle, N. Y. class nitery, three winters, ago (as alternate to Harry Rosenthal), and since at the Sherry-Netherland bar, the Biltmore, LaRue's, etc.

Now he's at the Hotel Sheiton's corner cafe and putting that spot on the map because Zatour knows how to give out fetching rhythms with change of pace and general appeal on the map because Zatour knows how to give out fetching rhythms with change of pace and general appeal on the map because Zatour knows how to give out fetching rhythms with change of pace and general appeal and continuity of the problem on the map because Zatour knows how to give out fetching rhythms with change of pace and general appeal and Catour, maestroing from the Steinway, constitute an okay dance combor a mass or class room, also packing enough versatility to warrant stage-booking attention.

MARJORIE GAINSWORTH

Singi 5 Mins

Loew's State, New York

Loew's State, New York
Marjoric Gainsworth gives indications of having what it takes to make
the grade, and swiftly so, in either
the class nite spots, radio or the
stage. With an exceptionally well
trained pair of pipes as the essential
support, this tall, willowy blonde
packs talent which lends itself
smoothly to other pages or operetta.
There's power, good tonal blending
and a knack for making effective
use of coloratura touches.

By the choice of her numbers Miss

use of coloratura touches.
By the choice of her numbers Miss
Gainsworth proves herself to be
moving in the right direction. It's a
class of pop lament that allows for
boad play of the dramatic capacity
ther contraltoish soprano. The
voice and the appearance are her's
in big measure and all she needs is
some polishing up on the sales element. Odec.

THREE RYANS Comedy, Dancing 8 Mins.

Stanley.

Stanley,

Male knockabout dancing trio
makes only one mistake. That's in
some of their patter. They stretch
it out too long and have a couple
of talking bits they should eliminate
in the interests of good taste. That
nose routine, for instance, has no
lace in an act otherwise tops.

Otherwise, however, boys have
everything. They're outfitted in
tuxes and start out in regulation
hoofing fashion, but in regulation
class illusion aside and died pan,
which can be also be a died of the
hock helps, and give each other
rough handling in some stunts, that
often border on mayhem.

The talk is understandable—they

often border on mayhem.

The talk is understandable—they have to do something to get their breath. What's more, the crossfire is for the most part all right, which merely emphasizes and spotlights the couple of violations they make. Turn's too good to hurt its chances with a few blues. Particularly when they're not necessary.

Cohen.

LEROY and SHARP Ventriloquists

Eachelors Club, Pittsburg

Edgar Bergen's click on the Rudy Vallee hour has removed the dummy acts from cold storage, and that should mean a speedy climb for Leroy and Sharp, topnotchers at the art. Novelty's even more accentuated in their case, since half of the team's a femme, and it adds a certain touch to the act, even if she isn't quite in a class with Leroy.

He's a blond juvenile type, and handles the voice-throwing in crack fashion. The gab is first rate, topical and amusing, and he works sometimes not only with one dummy, but two, and carries on a rapid-fire session of crossfire between the pair that's good for steady laughs.

Starts out with gal, and they ventiquein a song to get turn off to a fast getaway, and then Leroy goes it

on his own. One of act's high spots is the stuffing in a suitcase of one dummy and the distant screams, of protest as he's carried off the first part of the protest as he's carried off the first part of the fir

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SHOW PEOPLE'S

LINDY'S LEICESTER SQUARE

LARRY



Heloise Martin, Shower-Bath Co-Ed, Fails to Show Up for Chi Booking

who shower-bathed herself into the national mags, did not show up fo her scheduled date riental Chicago, starting Friday (9). She had stopped off in Buffalo to see a friend en route from Boston

then wired the theatre that a doctor her to postpone her stage

career temporarily. Miss Martin played for RKO in oston last week with the Nils T. the Oriental as a solo act through Joe Moss, owner of the Hollywood

Restaurant, N. Y. had been a chorine there prior to taking up

chorine there prior to taking up book-learning at Drake U.

Efforts to reach Miss Martin by Paramount's booker, Harry Kalerim, and Moss, all Thursday night, proved fruitless. Besides the wire to the Oriental, she returned the fares the theatre had advanced from Boston, but did not give her Buffalo address.

Paramount has not decided whether to take action against Moss, who personally signed the commit-ment for Miss Martin.

• 15 YEARS AGO •

Mae West at the Colonial, N. Y., in a sketch by Neville Fleeson, Sime caught the show and was amazed at her ability. She had shown nothing in her own plays. Harry Richman was her support, chiefly at the jano.

Paul Whiteman and his band back at the N. Y. Palace and holding up the grosses Holy Week. Did 23 min-utes and then had to hustle off to keep his nitery date.

Bert and Betty Wheeler next to closing at the Palace and holding

Colonial, N. Y., ran an 11-act bill. oe Howard, still current, one of the eadlines. Running a drug store then he wasn't singing.

Andrew Mack, former Irish star, at the 5th Av., N. Y. Strong on singing but his patter weakened the

"Sally" wound up its run at the New Amsterdam, N. Y., with a total gross of \$2,000,000. That was \$200,-000 better than 'Lightnin',' runner

E. Rice, who had made and, lost millions in musicals, had an old-timer unit breaking in on Staten Island. Included Leonard Grover, Frank McNish, Eddie Girard, Kaţie Rooney, Annie Hart and Laura Bennett. Didn't do so well.

Gus Edwards dickering with the Orpheum to produce unit shows. Five acts and a revue to travel in-tact.

Rose went to Europe for people for a midget circus. Gus Hill in with him. Still had the remnants at his death.

Picture stocks i were \$12,000,000. Famous Players changed hands. ig week. Sales igured half the common had

Records blamed neet music. Now i slump in

Keith office reported more acts laying off around N. Y. than any time in the previous 10 years.

managers okayed cut rate agencies. Cutters had carried more than one show along.

Dramatic Mirror dismissed its en-tire editorial staff. Paper, founded by Harrison Grey Fiske, was through after 50 years.

planning employ Not hampered by

Burlesque set for early closing. Had been a mighty tough season for most of the shows.

Heloise Martin, Drake U. co-ed 100G Spokane Nitery, Shut 1 Year, Reopens April 22

1 Year, Reopens April 22.
Spokane, April 13.
The \$100,000 Ambassador club will reopen April 22 under the management of Jack Boggs of Seattle. Club has been in receivership since it was closed a year ago for selling liquor to minors and for gambling. It was built just outside city limits by A. Commelini, no longer in control.
Tex Howard and his 14-piece band, now playing at Ocean Park, Cal.; has been signed to a four-month contract. Club will be strictly dine and dance; no beer wine will be served. Boggs leased the club for four months at \$250 a month with an option to buy for \$40,000.

Sloughing K. C. **Nite Club Biz**

Kansas City, April 13.

Kansas City, April 13, itery biz has been on decline the past month. There is not a spot in town with a cover or week-day minimum charge. Only a small number have Saturday minimums, with the figure generally \$1, none higher.

with the figure generally \$1, none higher.
Stay-outers are getting pretty much fed up on four-bit drinks and third- and fourth-rate floor shows. Spots doing the biz are those where 25c highballs and whatever entertainment the customers provide are the order.
Clubs put their necks out a couple of weeks ago when a representative

of weeks ago when a representative group sent entertainers over to ap-pear one evening in conjunction with the bike races in the Muny aud. A good-sized crowd was free with boos and catcalis. Customer protest of the shows is pretty rare in the clubs themselves.

and catcalls. Lustomer provest or use shows is pretty rare in the clubs themselves.

This has always been a good sucker town, and still is, the only difference being that the local lites are getting fed up with the poor grade of talent the local niteries are dispensing. Only spot doing anything bordering on good biz is the Muehlebach Grill, which features name bands but is sans a floor show. Johnny Hamp is current. He leaves Thursday (16) after a two-week stay and will be replaced by Leonard Keller.

Town's one big dance hall, Plamor, books traveling bands for one-nighters and has been doing fine biz. No liquor here. Young bloods hit for the Pla-mor because they can have a whole evening there for what a half hour would cost in a nitery.

Mandatory for Kids to Tune In WHAS Symph

Louisville, April 13.

Tune in WHAS Symph

Louisville, April: 13.
Recent appearance of the Cincinnati Symphony Orchestra here for two concerts gave WHAS, Courier-Journal station, an opportunity to get in some good promotion with the schools, and at the same time build additional good-will.

Matinee concert was for children and directed by Bakalenikoff. Wires were installed the Memorial Auditorium and airing was handled by Leland Brock, announcer and concert pianist. Brock's comments were educational in nature, and were considered important enough by school authorities to make it mandatory for the children to either attend the concert personally, or listen to the airing. Ildren were then asked to write a report, outlining the highlights of the concert. Airing of the ork and educational tie-up with, the schools was considered so successful that management of the Cincinnati Symphony, WHAS, and the Board of Education, are working on arrangements to broadcast the entire series of three concerts next year.

rent learner series of three considers in the control of the contr

Deporting Dancer

Detroit, April 13.

Patricia Kingsley, terper in local niteries past several weeks, will be deported to Canada for illegal entry. Miss Kingsley, who hails from London, Ont., was arrested March 24 after a fight in a local spot. Case was probed by immigration officials, who found she had entered the U. S.

Patron Beaten. Philly 21 Club Raided; 6 Held

Philadelphia, April 13.

Police raided the 21 Club here Thursday night (8), following charges that four waiters had severely beaten a prominent Philly physician after bouncing him from the spot. The physician, Dr. Donald R. Ferguson, Cli ical Professor of Medicine at Hahnemann Hospital, was found by three physician-companions wandering in the street near the club. They took him to a hospital, where six stitches were needed to close a cut over his eye. His lip was split and his right cheek badly swollen. The men then went to a police station and charged that waiters had evicted Ferguson and then kicked and slugged him in the face when they got him outside. A squad of cops then busted into the club. Forty-one patrons and employes were hauled to the station house. Brooke Dolan, socialite and prominent explorer, refused to go. He was treated at a hospital a short time later for a cut head. Police said he swung up on the shoulders of two other cops and kicked a third one in the teeth, knocking out three molars.

Four waiters held in \$500 ball each for further hearings Friday (16).

molars. Four waiters held in \$500 bail each for further hearings Friday (16). Dolan was released in \$500 bail for

erther hearing. Benjamin Beifel, proprietor of 21,

further hearing.

Benjamin Beliel, proprietor of 21, and brother of a magistrate, was held in \$500 bail on charges of maintaining a disorderly taproom. Patrons and other employes were all discharged by the magistrate. Among them were Tommy Monroe, emceet, and the state of the s

Irwin, Bertell Agencies' Double-Up Now Cold

Lou Irwin and Jack Bertell are remai ing as is in the agency biz. Irwin, who left for Hollywood Monday (12), has yet to pick a man to run his New York office and Bertell is continuing on his own in the agency field.

Irwin's intention is to headquarter on the Coast, in view of the greater activity there, and leave some responsible junior partner in charge in the East.

Irwin accompani Ethel Merman, his charge, to Chicago for the 'Red, Hot and Blue' preem, and thence to the Coast from Chi.

Weber Asks Ork to Quit Striking Philly Nitery; Then Suspends Order

Some Fun

Frank Warner, besides havi the Four Warners turn, is managing a unit. He left Oklahoma with the unit profit \$130\$, played four percentage dates and was in the hole \$92\$. Houses were supposed 40c. toppers, with 50-50 from the beginning buck. Last one was a two-bitter, stage wasn't big enough to hang scenery; 18 people dressed in a single room taking turns, lost dough on the date, and troupe then had a 380-mile jump into here overnight. For toppers, local hoodlum poured sawdust. Warner's gas tank, and when here, he got a letter terminating the route.

Minne. Aud Will Be Nitery with 90-Piece Symph

itorium here is turned

into a big nitery Minneapolis Symphony orchestra of 90 pieces providing the entertain ment. Food and beverages will be served at tables on lower floor and to gallery and balcony patrons, ith cover charges 25c., 35c. and 50c. and orchestra playing from 8 p.m. to midnight.

midnight.
Guest conductor will be Guy
Fraser Harrison and programs will
be semi-popular. Event is exploited
as Three Nights in Old Vienna.'

Lou Shurr Going West, Morrison Coming East

Louis Shurr, agent, leaves for Hollywood April 18, where he will remain until August in charge of his new Hollywood office.

N. Y. branch will be handled by Dick Krakeur, who joined Shurr last week after being with Leo Morrison

week after being with Leo Morrison for three years.

Morrison comes to N. Y. in May to set a new head for his N. Y. branch. Also coming in is Richard La Marr, in Morrison's Coast office, who will spend a couple of months in N. Y. scouting talent for pix.

Nitery Placements

Sonya and Romero, Aurelia Colomo, Paul Gordon and eight-gal line opened Monday (12) at the Arcadia International, Philly.

Baron and Blair go into the Astor hotel, New York, with Rudy Vallee, beginning May 24.

Vi Bradley, singer, opens at the Cafe Lamaze, Hollywood, today (Wednesday). She just closed sixweek stretch at the Fairmont hotel, San Francisco.

Lucille Johnson vice Irene Beasley.

Lucille Johnson vice Irene Beasley at the Paradise, N. Y., opening Sunday (11).

uay (11).

Josephine Huston, singer, will head opening show at Ben Marden's Riviera, Englewood, N. J., May 31.

Joe Lewis, Terry Lawler, Oshins and Lessy, and Ralph Watkins band open new Frolies Club, N. Y., April 20.

Grace Johnston, singer, added to Meri and Meriam, accordionists, and Three Rogues into Barney Gal-lant's, N. Y.

Arthur Guillmett and Eddie Mc-Grath, singers, at Mori's, N. Y.

Jim Karney, into Le Mirage, Muriel Abbott Dancers conclude at St. Regis hotel, N. Y., April. 24 to embark for London and the Dor-chester House.

chester House.

Henry Lamarr added to Gay Nineties, N. Y., talent roster.

Elinor Bowers, singer, has replaced Blaine Walters at Murray Hill hotel, N. X.

Vivian Newell, dancer, working with Tommy Dorsey's band at Com-modore hotel, N. Y.

iladelphi . April 13. Happy Felton's band may com the Arcadia-International nitery here as result of the stri of waiters, help.

icials

manded that A. Tomei, the Musicians' Local.

Tomei refused, however. At a general membership meeting of the Mu-

sicians' Tuesday (13), the problem for a

Tuestats (13),
Tomei the problem for a
vote, but argued against pulling the
band. The membership backed hi
With that, officers of the striking
unions took their case to Joseph N.
Weber, prez of the Musicians' International. Weber ordered Felton
to give the two weeks' notice that
his contract demands.
Felton did this. Art. Padula,
cadia' op., then got i touch.
Weber and a jam session between
Padula and nion heads followed in
Weber's office Thursday (8). Bott
sides agreed to meet with the Philly
Mayor's Labor. Relations Board te
attempt to settle the muddle, the
band meanwhile sticking.
Meantime, pickets continue pacing
the front of the Arcadia. Some
unionized cab drivers are refusing to
carry patrons who ask to be taken
to the Arcadia, and others won't
drive fun to the hales hit leave.

to the Arcadia, and others won't drive up to the place, but leave their fares off at the nearest corner.

W.B.'S 5-BAND SKED IN WASH.

Washington, April 13.

Earle, Warner vaude house, booked in a couple of bands, then got a better idea and shot the works on five. Quintet, which will come in successive weeks, is being ited into a single title, "Swingtime in Springtime."

Series opens and the state of the state

time."
Series opens with Horace Heidt
week of April 23, with Roger
Pryor, April 30; Shep Fields, May 7;
Hal Kemp, May 14, and Guy Lombardo, May 21. Heidt, Fields and
Kemp will bring complete units.
Presentation probably will be built
argund other.

Presentation probably will be built around others.
Kemp's and Flelds' radio engagements will force each to sub one day of the other's week. Kemp will play Sunday (15) to let Fields go to New York and Flelds will stay over through Kemp's scheduled opening day to allow for Kemp's broadcast.

Leslie MacDonald to Be R-O'K Rep in England

Lesli A. MacDonald, London agent, has become the exclusive sales rep for Rockwell-OKeefe, Inc., acts and bands in the British Isles. Deal was closed shortly after MacDonald arrived on this side Monday (12), Harry Foster formerly handled R-OK's business abroad.
MacDonald planed later the same day for Hollywood to meet Thomas J. Rockwell. After a 10-day stay on the Coast, MacDonald returns to New York for a week's lookaround before

York for a week's lookaround before sailing back to England.

Estelle, Leroy Abroad

Hollywood, April 13. Estelle and Leroy, dance team, are leaving to fill an engagement at the Savoy hotel, in London,

Savoy hotel, in London, Coronation ceremonies.

Team was to have gone into Vogues of 1938 for Walter Wanger, but the picture has been delayed. They ill fulfill obligation by ap-peari later Wanger picture.

House Back in Vaude

his run, in 'White Horse Inn' at the Center, New York, ill be the Palace, Chicago, Friday (16), for two weeks.

-week commitment on RKO's booking of Miria Hop-kins' 'The Woman I Love' (RKO) for a fortnight's run.

MUSIC HALL, N. Y.

MUSIC HALL, N. 1.

Not until the last sive minutes of an hour's ivertissement does the diduce sit itself over the stage show this week at Radio City Music Hall. In those ultimate moments, the Rockettes, dressed very cute in cowgirl costumes and high patent leather boots, line up at the back drop and come down stage in an unbroken chain of synchronized movement. When the main curtain drops and the state of the state of

ders. They may be at it yet, for all the audience knows. The offstage entertainment opens with overture of two movements of Tschalkowsky's Fourth Symphony, which is heavily on melody. Then Runsell Markert flashes a full proscenium map of these United States on which a giant compass is superimposed. The Compass Points is the title of the show which has novely and a wide spread of backfounds. The male chorus, very trim in Royal Mounted uniforms and Sam Brown belts, harmonize about the chilly north woods; the ballet in crinoline costumes do a southern, and the compass of the controlled of the controlle

East setting, after which Norma Gallo does a mermaid terp which is excellent, as she is both graceful and easy to look upon.

For the finale, a modern western dude ranch in a cactus setting, some very expert rope-twirling is done by Bud Cartell and Rosa, and then all hands move way back to give the Rockettes plenty of roms and air They weldow the setting the setting of the setting the se

STRATFORD. CHI

STRATFORD, CHI

icago, April 7.

For a long time there has been no showing house for acts in this may be a strong the street of the demand of both agents and acts, and to an enthusiastic addience, something which this house seldom ris office and warner Bros., at the demand of both agents and acts, and to an enthusiastic addience, something which this house seldom reality, and not a night when a house simply gets a free bill. Agents were a little afraid the latter might both Morris Silvers and Warner Eastern both Morris Silvers and Warner executives that everything would be on the up and up, they went laid both Morris Silvers and Warner executives that everything would be on the up and up, they went laid abovings not limited to vaudeville. Three were a few things happened which were inexcusable, but they will probably be remedied in the titoning, by name or connection, the agents and reviewers who were present in the audience.

Bill ran off smoothly, and showed a little too slowly for best effect, but, warrety, and includes a cabage and the strength of the segment of the strength of the segment of th

ries special backdrop, and works full stage for eight and a half really bright minutes of knock about com-edy. Grant & Dayton, a couple of girl

edy. Grant & Dayton, a couple of girl handbalancers, are comers, not quite there yet, being a little trembly, and not too sure of themselves, but with some work, their four and a half minutes will be great stuff. Work in the sum of the sum of

LOEW'S, MONTREAL

LOEW'S, MONTREAL

Roy Rogers, contortionist wisecracker, virtually steals the show
from Jean Sablon, headliner at current show here, who goes over well,
however, in this preponderanth
French city. These two acts, with
French city. These two acts, with
class with control of the control
the show over to big week-end
houses after a poor opening.

Eddie Sanborn and orch are on
stage and do a competent job in
support. Well-drilled line of 16 girls
opens to a stomping routine, warming up customers who have been
without the femme element in their
shows for two weeks.

Buddy Rich, in tails and putting

without the femme element in their shows for two weeks.

Buddy Rich, in tails and putting over a smart bit of tapping, has the first turn, working hard for less support than he earns. Carole Manners follows as singer, but fans remain languid. They woke up to a smart line routine with gals as grenadiers wearing three-foot busbies and smart West Point uniforms in back of. Sweethearts, 3 gals, tapping. Rhythm Redheads do a little sing and gagging with Ted Clare, m.c., who pleases the crowd with a dope imitation, and a spell of soft shoe dancing which gains him a call. Roy Rogers, in next to last; comes

A. B. C., PARIS

House follows to form, with plenty of singers, this trip, some of whom have been seen to othen. Despite that and the fact that other acts also have made frequent appearances lately, the bill as a whole makes good entertainment.

Liveliest part is a one-act comedy, and the seen to have made frequent appearances lately, the bill as a whole makes good entertainment.

Liveliest part is a one-act comedy, and the seen to have made the seen to have made the seen to have made the seen to have a seen to h

in the Garber plan, and then Harriet DeGoff, newcomer to the act, who recently replaced Roberta Sherwood, Gal is a smart-looking brunette and an able singer.

Next come Crawford & Caskey with their ballroom terp and tops, Good-looking team looks class and dances it, with three numbers smartly fashioned for visual effectiveness and the state of the state

those our out success.

Flicker Marked Woman' (FN) with Par newsreel and cartoon winding up. Biz at getaway, despite stiff competish, down the street from Maytime, excellent, with practically full lower and half balcony for opening show.

Cohen.

STATE, N. Y.

mode that It is a her and charge mode and the property of the

ROXY, N. Y.

NOAT, N. Y.

Nothing distinguishes this week's stage show from the run-o'-the-mill presentations put on here by the Fanchon & Marco people, with four acts, none of special renown, booked to go with the Gae Foster girls and the usual set trimmings. They are La m bert i, comedian-xylophonist; Doris Rhodes, singer; Gwynne and Co, magic act, and the trio of Marcy Bros, and Beatrice.

Bros. and Beatrice.

To themselves, each of these acts to the property of the

acur numbers and the Gwynne magical act diverted without stirring the onlookers.

After the Foster line has opened in a modern type of routine set to a pop, the Marcy Bros. and Beatrice act takes command. This is a rather fair act of its type which blends some singing, gab, clowning, and dancing. The girl who puts her body into a letter 'S' and struts around cutely is a distinct asset, while the boys do best in a fast challenge with the and heel toward the close. And the common who follows and has been in come, who with his conventional magical tricks for some years now, requires 11 minutes. That's enough.

Miss Rhodes is spotted farther down on top of a production number with the Fosters and Lamberti follows here the production to the stowers of the stowers of

with the Fosters and Lambertt follows her, line girls closing.

Best punch of the show is provided to the versatile Foster gals in routine on unicycles. This number is very cleverly executed and attests further to the patient way in which of the control of the uncertain pedal footing, they form two lines, then go off in pairs, later in fours and other formations, not a single if falling or coming close to it friday evening. Line does a Maytin routine center, a part of which is in the nature of a May pole.

Feature is 'Soldier and Lady' (Michael Strogoff') (RKO), on which the burden of draw rests this week.

Char,

EMPIRE, PARIS

Paris, April 5.

Paris, April 5,
First program at the reopened Empire, under new management, has
not brought the outstanding show
that Jules Marx promised when he
took over the house. Name acts
which are presented have practically
all been seen in Paris, and Pils and
Tabet, top-liners, have been seen too
often to pull Paris audiences. Remainder of bill has: a sufficiency of
variety but cannot be called extraordinary by any means. Prices are a
little below the usual run, but if
will take more than that to drawn
this spot. Matinees are offered three
days only, instead of the usual seven
in the other houses.
Ine of 16 girls, is used as an

this spot. Instead of the usual action the other houses ine of 16 girls is used as an opener, with a solder routine that doesn't get away to a very fast start. Lack of trail solder pretty evident—ragged in stiff-legged uniforms with a parade in stiff-legged uniforms with offering, to give way to charles Fallot, seen again later, who gives out a speech about what the new management intends to do.

new management intends to do.

Ennages, two men, one woman,
French acrobats, follow with a supposed comic routine which is jerky
and patchy—taking too much time
for the turns done.

for the turns done.

Max Hermann, first American out, announces, his series of impersonations in understandable French, His Chaplin is best, with his gags after it pulling well.

hons in seest, with his gags after it pulling well.

It was ballet master of the Wienian opera. Nine girls and Birkmayer open with a rural sketch, followed by Mile.

Kramer's snake, dance, which is a smooth bit of work. Bit drawn out, but well executed and well liked. Ballet follows with a mediaeval bethrothal.scene, while Kramer energy well.

Eally well well.

It was the well well.

It was the well well.

It was the well.

It was the well well.

It was the well well.

It was the well well.

It was

smooth and his girls work well.
Elyane Cells, young French singer,
has a clear sweet voice that lends
itself to her type of songs. She is
too small to climb on and off the
piano, as she does, and it detracts.
But once up there she hands out a
lot of showmanship to get the best
hand of the first division,

hand of the first division.
Four Ortons, English wire-walkers, close the first half with a routine that is not too difficult, but effective. Two men and woman working with umbrellas do all the usual wire walking stunts, which include some fair jumps and turns. Fourth, a comic, is best on his tricks on the wire while suspended from the ceil-

Orchestra, led by Serge Glykson, recently at the Alhambra, Is given more than the usual play. Planist M. Aubert, offers solo with all orch accompanying, or the Astony Sisters, five ariel acrobats. Turn the cludes a good assortment of muscle displayers which put it one notch above the mediocre status. But they are hampered by the amount of time needed to get their equipment ready. Pils and Tabet. French singers,

needed to get their equipmen ready. Fils and Tabet, French singers, are the topliners and draw accordingly. Their repertoire has the usual mixture of comedy and harmony, which the French go for in a big way, Favorites here, but seen too often of late.

too often of late. Raymond Baird, billed as the King of Saxophone, clioks with his unusual turn. His playing of two instruments at the same time and rendering of such offerings as the last part of william Fell help him, in French.

in French.

Charles Fallot, singer and wisecracker, centers most of his gags
on politics and international figures.
The one song he sings razzes everyone from Premier Blum to Tino
Rossi. His display of energy and a
good assortment of funny faces put
him right on the heels of Pills and
Tabet in draw power.

O'Donnell Blair and Co close with

O'Donnell, Blair and Co. close with a stumble and fall down presentation where everybody gets bumped into. Routine would have caught better had there been a little more dead-naming

had there been a panning.

French custom of program announcer is not used; American system of numbers is employed instead.

Hugo.

ST. LOUIS, ST. L.

ST. LOUIS, ST. L.

With opposish from annual police circus that is offering, 85 acts, 300 operformers, 80 clowns, etc., at Coliseum. Fast of the state of the sta

TOWER, K. C.

TOWER, K. C.

Kansas April 9.

No let down arom last week in entertainment values of flesh bill, celebrating, third anniversary and putting on a bang up show. House feels right perky, and justly so, over reported fact that the Tower is the nolly house west of Mississippi river that, has played vaude continuously for three years. The past few months have been marked by a serious duction, more attention to details of staging, etc., and a generally shedding of an 'anything goes' attitude.

Only bet house has overlooked, in recent months is in its handling of Ted Cook, Lad could mean plenty at the bo, if they'd only take off the halter and let Cook loosen up and do something. It might be that they are gradually working up to him in view of the opportunities they are giving band members to struck. Source of Start to the batter of the batter working up to the batton welder.

Line currently has its usual three grees Fest is a "Time Marches Of"

to the baton wielder.

Line currently has its usual three goes. Best is a "Time Marches On' thing. Gals have their black-stockinged legs ploked through clock dials on bottom of their skirts. Gayord Bentley, from the band, supplies the lyrics of "Time on My Hands for this opus. Lester Harding is on later with the line for a fling at two pops. He's in a bad spot, following Pepito, who polishes off his turn with some lusty pi ing that is si llar to. Harding's.

Trosper and Merel in silk shorts.

ing's.

Prosper and Meret, in silk shorts and blue berets, have been here many times with their hand-stands and balancing. This time they've dolled up the turn with soft music and lights. You expect any minute to see them slip into a minuet.

minuet.

Bobby Gilbert and his talking fiddle, are planted, with the ork during the two openers and comes down front when the band goes into a swing musi contest specialty. He rides some of his gag ii pretty hard, but novelty fiddle ing is oke.

Pepito, billed International Clown, gets over some fine pantomine, When caught he didn't go orthodo on the mugging, as most Europead on the mugging, as most Europead comies have a habit of doing. He thumps' a piano, does some mimory worries, with gadgets, and ally warbles. Unbilled contortion dancer works, with him. Little heavy on the bumps for here.

Les Reis and Arti. Dunn get off to a slow start with their piping, but gather plenty of speed along their 15-minute route. Practically all their stuff parodies on snatches of 'pops. They're liked plenty.

Feature pic is. 'Top of Town' (U) with Fox news. Downstairs packed first Friday evening showing.

Hoyt: Pepito, billed International Clown

arousing apathy of natives to visit this house.

Current bill has a novel opening, curtains opening and Roxyettes, without mnouncement break right without announcement break right gals does an olday solo ten. Again without announcement, Len Manning and Mitzi, the latter a purp, come on with both in tails, doing a drunk bit. After first routine Manning holds: canine which pats its forepaw in a publication of subjects. And does it is canine which pats its forepaw in a publication of subjects. And does it is canine which pats its forepaw in a publication of subjects. And does it is canine which pats its forepaw in a publication of subjects. And does it is canine which pats its forepaw in a publication of subjects. And does it is canine which pats its forepaw in a publication of subjects. And does it is canine which pats its forepaw in a publication of subjects. And does it is distingtion of subjects and it is of subjects. And does it is distingtion of subjects of subjects of subjects of subjects. Then Perkins me does not seen and subject of subjects of subjects in the distingtion of subjects in the subject of subjects of the subjects of the subject of subjects of subject

camp, not to menti
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came football squad in spring training.

For fire lovers there is a blaze in
a Boston tire factory, an outdoor
bonfire of oid auto shoes, and other
blazes in Philadelphia and Cincinnati, the former an oil tanker. Lord
Tweedsmuir is shown at Annapolis
and Mt. Vernon and Ambassador
trozen cream, tells how slad he is to
be home. Mussolini is shown complacently accepting the plaudits of
a Roman crowd, there is another
flash of Jim Lewis shaking hands
with Chrysler and Prince Chichibu
and the Mrs. on their way to the
Goronation to represent the Mikado
studies of the assume Court
justices showing how spry they are.

From the news angle there's the
Brooklyn woman whose backyard is
stuffed with domestic pets, and a
cameraman grinding a shot while a
sharpshooter puts bullets all around
his outline. Boy triplets act as
nursemaids to a girl ditto, Mile Day
is shown, and a man who piles 9,000
pactor matches of the neck of a beer
Metro has a well-staged sequence
showing the coast guard going to the
rescue of a sick lighthouse keeper,
and a pet trout gets some spare footage to no particularly good end.
New Alaska glacier is shown, and
women working on coroustion robes,
Two sets of fashion clips from Fox
and Pathe and Paramount has Popocity, otherwise Crystal City, by
the stage of the neck of the path
yellow of the pash half
century is just filler, but will please
the women.

Supporters are a Stranger Than
Fottion (Universal) and a scenic on

the women.

Supporters are a Stranger Than
Fiction (Universal) and a scenic on
Madeira (Pictorial) with exceptionally poor photography. Clip score
is Fox 19, Paramount 11, Pathe 10,
Universal 5 and Metro 2. Chic.

FOX, PHILLY

Philadelphi,

Philadelphi,
Fox show this week is longer than usual, with four acts instead of three, pushing up running time to compensate for shorter pic. Acts are all good, solid entertainment, with nothing exceptionally sock, All got goodrounds of hand-patter when caught at opener. Film is meller, 'Marked Woman' (WB). iz good.

Top spot on bill allotted to Mr. and Mrs. Jesse Crawford. Perform on peculiar-looking instrument on stage, which Crawford explains as new electric pipeless organ. Consists of two consoles i back of which are ix screened ampse, each in a box about three by three. Whole are ix screened ampse, each in a box about three by three. Whole will be a supplied to the consoler in the control of the c

way, through them.
Crawford, in intro, gives brief explanation of instrument and plays Bells of St. Marry's and Blue Danube' to demonstrate power, bell-tone and speed of technique. Instrument, allows more varied, technique than real organ, but doesn't compare in tonal quality or general pleasantness of reaction. Sounds too much like dynamic radio speaker, artificial. Ofttimes blates forth with harsh, shrill tones that grate.
Following Crawford's solo appear.

shrill tones that grate.

Following Crawford's solo appearance to demonstrate, he intros wife, who makes nice appearance, but one which could be improved by a more ready smile and less frigidity. She solos her own arrangement of 'Dinah,' pretty: swell. Couple then do pair of waltzes and encore with duet organing of three pop tunes.

One of Crawford's store but misses.

One of Crawford's strong but mino

ing numbers and Uses p. a. from mi to console.

obth pash stuff and ordinary pops is good.

rt Frank is set as old hick who comes through with unusual tap rounders through with unusual tap rounders the stuff of the stuff o

SHUBERT, CINCY

Cinci

Cinci

"WLW All-Star Radio Revels' is
the label for this locally-produced
show, which rings down the stage
season for Cincy's lone combo house.
It's the first complete line-up of
broadcasting artists to play a major
theatre here.

theatre here.

Crosley station and RKO management plugged the engagement in big beth a style with gobe of announcements on programs of participating mikers and trailers in all nine RKO stands in this town. Blurbing is showing profitable returns, Shubert being in for one of its best weeks on the season.

being in for one of .lts best weeks on the season.
Ruming 65 minutes, show moves speedily and smacks. of professional stage craft. At performance caught presentation clicked without a hitch behind the foots and registered applause wallops.
Special full-stage set of painted velour with augmented house orchestra, 18 pieces, in background. Control room at right of rostrum and five mikes used for pickups. Band conducted by William Stoess, WLW music director, in zippy manner.

ner.
Off to gallop tempo Francisco overture.

Off to gallop tempo San.
Francisco overture.
Tommy Riggs does the m. c. ing.
Opening act, Brown County Revelers, male sextet, rips off. Comin's
Round the Mountain a la hillbilly,
bringing on Pa and Ma McCormick
for a bit of barn dance capering.
Next Charlie Dameron, tenor-baritone, solos. Round the Bend in the
Road' in big league fashion.

iriginians, Negro male quartet, sing Horses and Numbers on
My Mind' and 'Ding, Dong, Daddy,'
injecting neat laughs.
Mary Paxton, pop vocalist, and
Rex Griffith, tenor, singled on 'Love
Came Out of the Night' and 'I Love
You Truly' as an ork presentation.
Paul Sullivan, rating star billing.

Paul Sullivan, rating star billing, six at a table for a news broadcast, occupying two minutes. His copy is freshened for each appearance.

is irestened for each appearance. Vicki Chase, sopraio, does 'Blue Danube' .flectively. Riggs, takes the spotlight for a snatch of his Tommy and Betty radio chores. His vocal change for the little girl myth character arouses a chorus of 'ohs' from the sitters-in.

a chorus of 'ohs' from the sitters-inPrescriation of WLW's popular
tumbies and the popular
tumbies and the popular
tumbies and the popular
smartly slow, Moon River, is
smartly slow, Moon River, ohe
reader, at mike on apron; Lee Erwin,
organist, lighted at Hammond console; and the DeVore Sisters, close
harmony trio, appearing on a mi
ture stage above the orchestra.

Carl Freed and His Harmonica
Lads work in comedy while scilling a
pop and finishing with. Poet an
Pcasant.' Boys accompany singing
of 'live Got My Love to 'Keep Me
Warm' by Mary Alcott, blucs warbler,
Interesting sound effect skit, is

Marry by Mary Alcott blues warpler.

Interesting sound effect skit is
done by Ray Shannon, reading a
melodramatic tale, and Don Winget.

Jr., going to town with record
changes, revolver shooting, and a
flock of make-bell iscs.

nock of make-bell iscs. The Smoothies, Babs, Charli and Little Ryan, featured in the billing, have no difficulty in landing their w.k. special arrangements of Ain't Got No Swing' and Tim An Old Cowland tunes:

Male quartet, Ralph Nyland, Steve Merrill, Herbert Speakerman and Harry Mumma, do a number to bring on all hands for the finale.

on all hands for the finale.

Announcers Tom Slater, John Barry, Durward Kirby, James Leonard, Douglas Browning, Don Cordray and Control of the Control of t

MICHIGAN, DET.

Detroit, April 9.

HIPP. BALTIMORE

HIPP, BALTIMORE

Very brief and colorless bill of four acts here this week running 33 minutes and sans. one real wallop in the entire set up. Mary Small, Juvesinger, graduacel kiddie clubs, holds down top spot, with Clare and Sans Sisters, Walter Dare Wahl and the Stuart Morgan Dancers, making up balance of layout.

Doings open with Clare and Sansa in a fast routine of roller skating, sold well enough. Trio looks okay and features flashy wardrobe. Usua spot with the state of the st

ing a goodly round of curtains in re-ward.

Number three spot on show goes to Walter 'Dare' Wahl, with unbilled assistant, in a series of comedy acro-atic bits, smartly sold. Standard act plenty okay, with Wahl using plenty of showmanship to sell.. Rather tough spot for the Stuart Morgan Dancers, who follow, and adagio stuff by three men and gal okay enough, but failed to impress much. Might be fault of spotting. Doesn't add the needed punch to pro-ceedings, although routine flashy enough and capably presented. Film is 'Soldier and Lady' (RKO).

EARLE, WASH.

EARLE, WASH.

Washington, April

Willie and Eugene Howard topping four-act bill this week in first.
Cap vaude appearance in years Result is that traditional routines are fresh to younger element and the oldsters, including the legit-minded, who have caught 'em in musicals, getting kick out of renewing acquaintance.

Smart twist is breaking Howar turn into, two parts, making, in effect, two acts. Pair troupes out in number two spot for i tital bit, old one with the reporter who wants to take notes in a little book about how they got that way, going into a rafter-shaking vocal chorus or two to get off. After two intervening acts, they're back with their quartetle from 'Rigoletto.' Latter is introduced straight by Audrey Sieber, (Continued on page 78)

Variety Bills

NEXT WEEK (April 19) THIS WEEK (April 12)

Numerals in connection with bills below indicate openi

Don Redman Orc CINCINNATI Palace (9) WLW Radio Rev DAYTON Paince (16)

RKO

BOSTON
Reith's (15)
Shame of Part
Belles of Belles

PARTO(16)
Major Brows Co.
Major Brows Co.
Minneam (16)
Orpheum (16)
Stripping the Stare
SCHENE CTADY
Excite 19
Conder Hager
Bubbles Stewart Co.
Stepin Fetchit
Bajabanow E.
Kelli'n (16-19)
H'wood Afotel Rev

DAWN and DARROW Frolice Chicago

Loew

NEW YORK CITY State (18)
Orace Heidt Co
PUTTBRURGH
Ted Lewis Orc

NEW YORK CITY
WASHINGTON
Capital (18)
Mady & Lord
Fred Lightner
Glen Gray Orc

Paramount

NEW YORK CIPX
Paramount (14)
L Armstrong Bd
Paramount (16-17)
Bell'e Haweilans
ALBERGUERGUE
Haweilans
ALBERGUERGUE
Haveilans
ALBERGUERGUE
Haveilans
Armon
Metropolitan (18)
Ames & Armon
Varsity Collectans
Edna Sedgwick
Torrences

Edna Sedgwick
Torrences
Sydell & Spotty
CHICAGO
Chicago (16)
Louise Massey Co
Roy Atwell
4 Vespers
King King & K
Capt Willie Mauss

DETROIT
Michigan (16)
Lathrops & V Lee
Ray & Trent
O McGiveney Co
Wells & 4 Fays
H Shumann 3
EL PASO
Pluza (21-22)
Bell's Hawallans HOUSTON Met (16) Major Bowes Co

Major Bowes Co
MONTREAL
Loew's (16)
Jack Starns Co
Kirby & Duval
Randolf Avery 3
SAN ANGELO
R. & R. (18-19)
Bell's Hawalians
TORONTO
Shen's (16)
Sally Rand Co

Warner

PHILADELPHIA
Allegheny (22-24)
Martin-Page & F
(Three to fill)
Winsted 3
Barney Grant Co
(Tw Earle (14)
Dan Garber Ore
Feet (16)
Arnold Johnson Co
Fey Trank Co
Arrifrank Co
Arrifrank Co
Mry-Kardy Se
M

Independent

CHICAGO
State Lake (18).
Falls, Reading & 1
Don Ricardo
Sue Ryan Co
Carl Shaw Co.
Summers & Hunt
Sherhlan (17-18).
'King's Scandal's'
INDLNAPOLIS
Lyric (16). Lyric (16).
Davé Apollon Rev
KANSAS CITY, Mo.
Tower (16)
Texas Tommy & P
Lewis & Ames

Ted Cook

B Minevitch's Co.
(One to fill)

MEMPHIS
OTPheum (14)
Royar Swedish Co.
Mary Moremie
Ray & Harrison
Large & Morgner
XEW ORLEANS
SM. Charles (16)
BELAHOMA CITY
Warner (16-18)
Buck & Bubbles

London

Week of April 12

nuterbury M.
1st half (12-14)
if & Bil
lfred Thripp
2d half (15-17)
Liptonettes
Hoimes & Edw'rdes Holmes & Edwirdes
Dominion
Younkman Bd
New Victoria
Troise Mandollers
Trocealere Rest.
Billy Bennett
Irene de Noiret
Olgo

Edward Ransome Cecil Johnson Muurice Victoria Pulace (Second Week) (Second Week)

Sylvia Froos
Verdt & Lee
Cardini
Mary Holies
Roy, Lee & Don
Jack Power
Oxford &
Vic Oliver
A S Powers
Maginis

BRIXTON Astoria Anton Bd BROMLEY

Kinemin
6 Harmonists
Anita, Chas., Jack
OLD KENT ROAD
Asteria
Anton Bil
PECKHAM
Fulace
6 Harmonists
Anita, Chas., Jack
SHEPHRDS BUSH
Pavillon
Songs from Sharmonists Gaumont
Karina Horig
Vadio & Horig
Arnaut Bros
CAMDEN TOWN
Gaumont
Al Shandler 1
EAST HAM
Granada
Pegleg Bates
Pepino Circus
Mito 3
FINSBURY PARE Songs from Shows STREATHAM

STREATHAM
STREATHAM
Rimacs
Rimacs
Wilson, Dake & E
Evelyn Hayes
3 Lorandos
TOOTING
Granada
Wilson, Dake & E
Evelyn Hayes
Chris Charlton
TOOTENHAM
COURT ROAD
Paramount Mito 3
FINSBURY PARK
Astoria
Harry Fryer Bd
HAMMERSMITH
Palace
Songs from Shows'
75LINGTON
Bine Hall

Evelyn Dall Sam Brown Ambrose Swing 8
WALTHAMSTOW Granaila Conrad's Pigeons Victor Moreton Wilfred Greene 6

NEW CROSS Kinema Harmonists

ABERDEEN Tivoli Jack Anthony Bond Howell Neller & Clare Bond Howell'
Neller & Clare
Carson Sis
Jaa Calvert
Hilda Mencham
12 Fisher Gis
Den Black Rite
Elegan
1st half (12-14)
Sara Prece'
Billy Taylor
2d half (15-17)
Jules Cheroy
Harry Gordon
Tiller Gis
Arlstocrate & Hth

Tiller Gls
Arlstocrats & H
Jenny McAndre
Renera
Moyson Sis
Emons & Gaye
Jack Holden
GLASGOW
Pavilion
Joe Loss Bd crats & H'th

ertolotti's Frank Craven Rita Flescu Ann White Jimny Whalen

Bill's Gay :90's

Eddie Leonard
Jerry White
Gay Ninetles
Rudy Madison
Joseph E. Hows
Tod Beyer
Elhel Gilbers
Henry Lamarr

Brass Rail
Selfacione or selfa

Mirador

Jacqueline Joyce
Margle Hart
Buddy Wagner Orc
Vie Hyde
Alma Bray
Joan Vickers
Pearl Reynolds

Alma Bray
Joan Vickers
Pearl Rey Bude
Rey Bude
Red McKenzie: Orc
Rita Renaud
Phil Saxe.
Milly Convey.
Callente
doe Herbert
Beth Ruborn
Sac day
Ruth Wayne
Carol Sis
3 Rhythm Boys

arol Sis Rhythm Boys nliente Cabelleros

Club Howdy

Club Yumurl Antonio & Carito Sarita Herrara Rosita Ortega Don Hilberto Orc Cotton Club

Cotton Club
Ethel Wafers
Geo D Washington
Nicholas Bros
Duke Ellington Orc
Bessle Dudley
3 Glants of Ryth'm
Ivle Anderson
Alan & Anise
Mardo Brown
May Digges
Wen Talbert Choir

John: Adams
Al Benson
Shirley Watts
Neil Stone

Chateau Moder Marllyn Gaynor Alian Foster Al Apolion Ore

M April 12

W C Barnes
Lucille Benstead
Jack Grieve
Clarke & Murray
Level Clarke Control
Reside Clarke
Laurie Howac & Pi
Bruce & Wynne
Howard Rogers
Chappells-& Chrit
Harum, & Sarum
LEEEDS
Peddy Joyce Bd

LEEDS
Faramount
Teddy Joyce Bd
LETTH
Capitol
1st haif (12-14)
Jules Cheroy.
2d haif (15-17)
Sare Prece
RUGBY
Plaza
Gautiers Brickl'yer

Cabaret Bills

NEW YORK CITY Ed Mallory Orch
Bill Balley
Jack Dempsey's
Phil Romano Orc
Carl & L. Bonner Du Plerrot's

Joe Foser Ens Jane Stanley Tom & Charlie Louise Brydon Chita

Chita
Lon Rancheros 3
Adelina Duran
Carlos Montoya
Maciovia & Candid
Rosita Rios
Don Alberto Ore
1 Moroeco
Ernie Holst Oro
El Toreador

Los ciedas Pedro Via Bd ench Casino

French Casino
Adalet
Feral Benga.
Feral Benga.
Feral Benga.
Feral Benga.
Florence Chumbecos
Hida Elfone.
Florence Chumberos
Hida Elfone.
Johnny Co
Xavier Lemercier
T. Maravillas
Florence Spencer
Florence Spencer
Florence Spencer
Vega Asp.
K. Frimi. Jr., ore
V. Cromwell. Ore
Froleg.
Joe Lewis
Terry. Lawler
Oshins & Lessy
Casino
Ca

Adulto
Green State 1

Green State 1

Stnart & Darro Eddie Condon 3 Peppers Bunny Berri

Bunny Berri H'L'w'd Resisurer Allce Dawn Joe & Betty Lee Marion & Irma Jack Waldron Ruth Brent Marion Martin Mitchell Ayres Orc

Hotel Ambusendor Dick Gasparre Os Marty Golden Cobina Wright Hildegarde Halliday Robert Bard Robert Bara Dolores Fairfax C Burgher Vincent Bragali Or

vincent Bragail Of vincent Lopez Ore Fred Lowery Grena Sloan Melba Melsing Emily Van Loesen Chas Hoffman Stanley Worth Rubert Lyfell Florenzoe renzos lton & Joanne

Walton & Joanne
Hotel Biltinore
Carl Hoff Orc
Lysbeth Hughes
Bob McCoy
A & Y King
Larry Cotton
Art Thorsen
Jerry Bown
Dick Morgan
Burton Pierce

Hotel Commodore
Heien Wynne
Janis Williams
Dolly Arden
Freda Sullivan
Vivian Newell
Don & S Jennings
Tommy Dorsey Org.
Edythe Wright
Jack Leonard
Towne & Knott
Catherine Harris
3 Esquires

Catherine Harris
3 Esquires
Hotel Edison
Bobby Hayso Ore
Raiph Torres
Theodora Brooks
Oscar Doye
Muriel Byrd
Job Berry
Hotel Eves House
Vincent Bragal Ore
Dick Stone
Essex Troubadours
Hotel Fitth Ave
Roy Strum Ore
Heals Government

Stuart Jules
Stuart Jules
Kay Marshall
Ray O'Hara Orc
otel Half Moon
(Brooklyn)

Billy Holt Mabel Almar Marion Kaye Ken Casey Oro Hotel Lexington

Enoch Light Ore Mary Danis A Gonzales Ens Muriel Sherman

(Fountain Room)
Dolores Farris
Ruth Kidd
Frank McCor
Bob Berry
Ellinor Bowers
Ray Sadler
Willard Keeler re
Santiona & Fairo'ld
Gotel New Yorker Glen Hutton Orc
Rainbow Grill
Emery Deutsch Or
Evalyn Tyner
C & L Bonner
Dee Collins
Jerry Goff
Jack Kerr
Arlel Perry
Rainbow Room

Hotel Park Centr Tic Toc Girls Jerry Blaine Orc Roscoe Alls Rutin Denning C & Carmencita Elaine & Barry Dorothy Jeffers Grace Johnston Sandino & Fchil Betty Lewis Buddy Brown Clark Ringwait Men of Mantan

Tances Hunt

Veloz & Yolanda Eddle Duci in Orc Will McCune Orc

Hotel Rosevett

International Service Service

Hotel Sherry-

Tania & Kirsoff Gen Lodijensky Raphael Lubov Doublago Nicholas Zorin Serge Sergey Catherino Grey Alex Bunchuk Oro Hotel St. Morlts

Miaco
Alex Botkin Ene
Evelyn Case
Cliff Newdahl
Jack Sherr Oro
Illis Deon
Grisha

Emil Coleman Or Charles Palumbo Boy-Foy Paul Gerrits

Cafe La Mane
Park Ave Boye
Stan Ciair Ore
Clover Ctab
Bob Grant Ore
Riumba Bd'
Cocoannt Grove
Earl & Josephine
Calgary Bros
Santzehl & Buckle
Phil Harris Ore
gli Mirnafer
Dorothy Clare
Nicomo Carte Color
Ri Mirnafer
District Carte
Ramadell Girls
Slim Martin Ore
Famous Door

Hotel Wellington Ed Mayehoff Ore Hotel Weylin Alex Fogarty Charile Wright

Laurel-in-Fines
(Lakewood, N. J.)
Terry Green
Jona & Marins
Fred Berhens Oro
Leanning
Red Harman
Leon & Eddle's
Irls Adrian

Ches Parce
Wini Shaw
Cross & Dunn
Minor & Root
Jack Williams
Mariora
Thorne & White
Henry Busse Orch.
Don Cummings

Club Mayflower

3 Variety Boys
Edna Errico
3 Short Waves
Lanny & Leta
4 Rhythm Giris
Lou Sales Orc

Lou Sales Orc
Cinb Minnet
Aivina Morton
Dorothy Wall
Chessin 2
Simma Laska
Del Estes
Jerry Gildden Orc

Colosimos

Don Enrico

Bob Tinsley

June St. Clair

Stroud 2

Louis Miller

Gould Sis

Bobby Danders

B & F Gilbert

Congress Rotel

Gny 90's

Colleen
Georgia Lucky
Lew King
Jules Novit Orc
Marion Miller
Joan Houstou
Jean Bradley
Jack Elkins

Buddy Walker Phelps 2 3 Short Waves Marion Morgan III-Flot

Billy Snyder Elsie Glibert Una Cooper LeRoy & Weaver Hotel Bismarck (Walnut Room)

(Walnut Ro
Phil LeVant
George Wald
Gretchen Lee
McNaille Sis
Don & S Jen
Bert Granoff
Tod Liebling
Terry Howar Nellic Rosa Burnecc Royal Joe Zelli Rachel Carlay Pearl 2 Valhalla

otel Brevoort Jaros Sis Ruth Johnstone Joe Parlato

Maurice Sh O Marita Lorraine Barrett Rond Hai borrions

Vermilles

Vermilles

Vermilles

Vermilles

Vermilles

Everett Marshall

Rosita & Fontana

Meadowbrook Boy

Village Barn

Larry McMahon

Milles

Barnet & Parker

Lya Ritchell

John Kannsey

Johnny Russell

Roy Lover

Vermiller

Vermi

Barritz Cafe Doc Anton Orc Jack Forbes Gay Sis Betty Scott Irene Killey

Bullevie Strafford
(Planet Room)
Meyer Davis Oro
Ben Franklin Hotel
(Georgian Room)
Mice Jaffe Oro
Benn; the Bum's
Leo Zollo
Jackie Green
Raiph Brown
Beth Challins
Beth Rights
Brian & Winsome

LOS ANGELES

Omar's Deme Galente & Leonarde Dorothy Roberts Naoml Warner Speck Watkins George Redman Ore George Redman ord Pacific Sunset Clui Persy Page King Sis Carolina Mason Arnetta Ai Heath Orc

Palomar.
Grey & Kathleen
Blanohe & Elliot
Stanley Hickman
Muzzy Marcelline
3 Debutanter
Hudson Metzger
Ted Fio Rite

Paris Inn
Dominic Columbo
Ken Henryson
Carla Martel
L Rand & D Castle
Rudy & LaTosca
Thora Maithelson
Marguerita del Rio
Juan de Martinis
Pete Controlli Ore

Seven Sens Lily Gibson Lonnie McIntire O Lonnie McIntire Semerset Hou Kenny Gardner Jack Owens Camille Sarny Ethel Howeil Tonsy'e

Topsy'e
Pat O'Shea
Arnold Sis
Leona Rice
Jane Morgan
Irene Berry
Agnes Johnson
Ai Eldredge Oro
Trocadero
Phil Ohman Oro

U-Gene's Frank Gallagher Nellie Becker

CHICAGO

Drake Hotel
(Silver Forrest)
Paul Whiteman Co.
Hotel: Edgewater
Beach
(Marine Room)
Anson Weeks
Rodrigo & Francine
W Jennier & Buddy
Harriett Smith e Gis
ciel Lassile
ine Fountain
Room)
King's Jesters Ore

Room)
King's Jesters Orc
Marjorle Whitney
C & Helen Stone
Marionette Rev
Hotel Morrhon
(Terrace Room)
(Casino Parisien)

(Casino Parisien)
Emil Borco
Olive & George
Enrico Bertolaso
Tod Liebling Co
3 Bredwins
Chappy
Arabel, Rich & M
Buster Shaver Co.
Lou Breess Orc
Botel Palmer Honge
(Empire Room)
Henry King Orc

Marry King on Henry King Orn Mario & Florio Russell Swan Joaquin Caray 4 Arlistoratis Abbott Dancers Hotel Sherman (College lin) Gertrude Hoffman Cal Varalty 8 Garcia & Ferry 5 Lindy Hoppers Ed Rickaff Red Nicholas Ore Hotel Stevens

Hotel Stevens (Continental Roo

(Continental Room Jimmle Joy Orc Li Ta Ming Ronaid & Roberta Rhythm Racketer 3 Esquires Helen Heath Furedy Club Phil Kaye Molly Manors Charlyne Baker Mille Travis Freddy Janis Oro Boyale Frolles

Boyale Frolles Boyale Frolles
Dolly Kay
Dawn & Darrow
Burnett & Walt
Francis Wills
Jack Hilliard
Henri Lishon Chas
Eugois Ore
Via Lago
Jackie Hamilia
Dick Hughes
Salty Keith
Wallace & Latisha
Stan Carter
Frances Fay

Frances Fay Jackie May Zee Zee Jacate de Composition de Zee Robinson 2 Nino Rinaldo Orc 885. Club Owen & Parco Eddie South Belva White

PHILADELPHIA

Arcadla Int'l
Happy Felton Ore
Mayfair Girls (8)
Lois Nixon
Curran & Brandt
Ann Kinehde
Don Renaldo Orc
Jack & June Biair

Club Parrakect
Dollie Vaughan
Sunny Graser
Dottie Brennan
Gussie Toelke
Dolly Arlyn
Buddy Thaw
Flo Hope
Al Wilson
Billy Thornton C
Chez Michaud

Joe Foilman Orc Continental Roo

Trent Patterson Helaine & D'n'ide's Harry Glyn Kenny Fryers Ore Paul Rich Lewis Sis Kay Hamilton Grace Manners

Lambs Tavern Joe Landy Orc

Nancy Lee

Latimer Club
Melba Boudreaux
Nadine Wayne
Eleanor Miles
Sue Viliano
Serenaders Oro

Ritz-Cariton (Crystal Room) Van Levis Oro 31 Club

31 Club
Gene Osborne
Tex Hendrex
Billy Beryi
Barberi & Carletti
Lillian Russo
Doc Dougherty Oro
Nicky Gallucci

Silver Lake Inn (Clementon) Nils & Nadyne Vernon & Vanoff Buddy Roberts Mickey Familiant Or

1214 Spruce
Galle Reade
Verua Denne
Sophie Prill
Franky Holmes
Ray Kendall & Jill
Jimmy Biake

Jean Tauner Jean Gordon Buster & Biliy Frankie Hyres 2 Esquires

2 Esquires
21 Club
Tommy Monros
Sugar Marcelle
Sally LaMarr
Ann Rueh
Holen Heath
Lolette Girard
Mary Lee
Warwick Sis
Nancy Barry
Sue Chrysler
Likenet Club

Sue Chrysier

Ubangi Club
Doe Hyder's Ore
Lane, & Ross
Gladys
Lucille Howard
Blues Williams
Reds & Curley
Victoria Vigal
Bobby Evans

Leon Hill Baby White Vernon Gay Lucille Chorus Charlie Gaines Orc Charlie Gaines Orc
Tony Murray's Cafe
Harvey Peak Orc
Tony Barmineita
Chick Mullery
Claudine
Jimmy Pri

Harold Knight Ore Evan B Fontaine Hotel Philadelphian (Mirrer Room) Vivlan & Eve Dorn Carlton & Juiette Kay Kernan A Purdy & P Ciair Johnny Gadner Paul Florenz Girls Jay King J. Frasetto Ore Waiter Donahue Lambs Tayvarn Joe Landy Orc
Little Rathskeller
Jack Griffin Oro
Marty Bohn
Gautsche & Sonnen
Pat Perry
Lu Brent
Marle Jovenelly
Maude O'Malley
Nancy Lee

Marty Bacton Orc
Weber's Hof Brau
(Camden)

Bob Merrill
3 Deweys
Carman D'Antonio
Bob Allen
Freeman 2

Galle Reade Galle Reade Sophie Prill Franky Holmes Ray Kendall & Jill Simmy Blake Prill 20th Century Tavera Barney, Zeeman Orc

(Continued from page 2)

a year. Fear was that any widespread or steep hike would cut off attendance so materially that they

would lose out.

ituation now is drastically altered. Added to the higher prices for material and everything that goes into making a picture in recent months, the increase in labor wages has finally convinced them that this increased cost must be passed to the exhibitors and theatre patrons-Circuit operators are reported as feeling that it would be better to take a chance on combating resistance to the boost in admission fees rather than take a seemingly-sure financial trimming at the box office.

Musicians? Hollywood, April 13.

Hollywood, April 13.

Though musicians at the studithus far have not been included in the 10% hike in wages paid studiemployes and will not ask for a raise in scale, report here is that they are going to seek an agreement which would bring an enormous increase in cost to producing companies. Basically, this pact would prohibit music played in one picture from being repeated in any other production.

Understanding ith nicture officers

rom being repeated in any other production.

Understanding ith picture officials is that this means 'repeat' version of one tune for a second film would have to be played by a band of the same size as the one that did it for the original version. If agreed to, film executives say this means that the wast music libraries of recordings compiled by such companies as Warner Bros. Paramount and 20th-Fox would be dead

It is said here that at least one company has collected enough music in its library to furnish background music for features for years to come.

for years to come Because this would result in an

Bine Hall
List half (12-14)
Liptonettes
Holmes & Edward
2d half (15-17)
Bil & Bil
Alfred Thripp
LEWISHAM
Paluce
Mary & Erik
Arnaut Bros Charlle Wright
Larne
Lita Lope
Frances Maddux
Faul Duke
Ed Furman
Billy Lorraine
Lynne, Gordon
Vente & Anita
Diana Ward
Peggy Strickland
Eddie Davis Ore INDEFINITE RUN **Provincial** Dir.: LEDDY & SMITH, Badlo City

Week of April 12

Ozzie Nelson Orc Shirley Lloyd otel Lincoln Isham Jones Orc Hotel McAlpin

otel Monte "le Hotel Marray Hill (Fountain Room)

Lennie Hayton Orc Nelsons Cats Andy Iona Orc Peppino & Beatrice

Men of Mantun
Hotel Park Lane
Junior Raphael Orc
Hotel Pennsylvaniu
Benny Goodman B
Bernhard & Grah'm
Frances Hunt

Joseph Zatour Orc Hotel St. George (Brooklyn) Eil Dantzwig 3 Mack. Bros Rita

Ball Brus Fletcher Charles Lawr Boyoriy Wishirs Ruth Robin Harry Owens Oro

Harry Owens Oro.

Biltimore Bowl S Radio Rogues Pletre & Temple Lester & Irmajeai Dick Webster Joy, Rodges Marion Danigle S Rhythm Rascals Fred Scott Enrico Rh'ba Oro Timmy Grier Oro Tomy Great Casanova. Hotel St. Regia (Iridium Room)

Cafe Casanova
B Grey & J Berge
Casanova Orc
Loretta Lee
Gus Van
Cafe La Maxe

Hoy. - corris

Loted Taff

Does Base Ore

Dolly Base Ore

Johnny McKeever

Semperors of Ry'tm

Hotel Vanderhile

Bote Walderthe

Lee Relsman Ore

Edgar Bergen

Kavier Cugata

Corris House

Hotel Wellbaron

Edward Bergen

Edward Ber

Famous Door
Eddle Beal
Louis Prima Orc
Hawalian Paradise
Sol Brights Orc

Little Cinb Tiny Meredith Jane Jones Paul Kendall Helen Warner Rose Valyda

Laurel-in-Pines (Lakewood, N. J.) lackbawk Joe Sanders Ruth & B. Ambrose Sally Jo Nelson Sonny Jay

Cookie Williams C.
Leon & Eddle's
Irls Adrian
William Farmer Oro
Nina & Rina
The Barancos
Billy, Reed
Haywood & Allen
Lea Perrin
Royal Duo
Salome-Salome Cinb Alabama
Virginia James
Buddy & Betty
Bernard & Henry
Mae Sis
Art Williams re

Madeleine's

Ruby Newman Ort Holland & Hart Eleanor Sheridan Dr. Sydney Ross Evelyn Tyner Afec Templeton Eddle LeBaron Or Round Room

Tex Lewis ova
Villinge Brewery
Harry Wafface Ore
Jerry Lester
Doris Rhodes
Terry Green
Frances Fandish
Lullian Love
Helene Standish
Lullian Love
July Brewery
Art Stabley Ore

Neilie Paley Rosa Burnett

Lucilie Jill

Lucille
Jill
Joe Grey 3.
Merry-Go-Round
Consuelo Flowerton
Helen Sinclair
H Forster Welch
Melba Melsing
Harry Rosenthal Or
Boris Koretzky Ens
Tony Sarg Co
Mon Paris
Versatile Mon Paris

Mon Paris

Versatile 3
Lady Solithins
La

(Casino)

Bob Crosby Orch,
Park & Clifford
Barbara Biane
LePaul
The Crusaders Colle

Harry's N. Y. Cabaret

Katherine Qui Patsy Ogden Isabelle & 2 Oct's Club Parrakect

Continental Root
Percy Stoner
Saily Winston
Dorothy Dorr
Ross 3
Nelson & Marsh
Jack Adock Ore
Embassy Club
Kaye Mova
Vivian Howard
Linda King

Frank Palenco 4 Biossoms Earl Demy Sunny & Jerry Jean Dell Maxine & Odette Phyliss LaRue Billy Julian Hezel Harmon Hotel Adelphi (Cafe Mar-Get Stage of the Control of the Cont

Parrich Cafe
Beth Jennings
Eleece

Jimmy P.;

Butkin's Rathskell
Lee Le Mont
Janet Pryor
3 Casinieras.
Cleo Valentae
Cleo Valentae
Frank Pont
Frank Pont
Stamp's Cafe
Danny Montgomery
Shaw & Meade
Leelle Sis
Jack Hutchinso
Babe La: Tour
Streets of Pagis

Freeman 2 Ilse Hart Rose Kirk Gregory Quinn Co Louis Chalkin Orc Rathskeller Eldor's Yacht Club

Wage Increases

them more generally now for about

would lose out.

neormous increase in expenditures for music in pictures, firm resistance undoubtedly will be offered by producers to signaturing of any such pact.

B'WAY STILL NEEDS PLAYS

Equity's Determined Opposition Group REINFORGEMENTS Government Builds Up Ticket Agency Entrenches for Balloting-Election War WANTED BY LEGIT

ill

The question of secret voting will be placed to a referendum by the entire Equity membership in good ing late this month. It will be, secret vote in compliance

ith the council's recent resolution invoking system for matters which call for mail ballots. Refinvoking erendum will be the first to be decided along such lines since the association was formed.

'Council's concession in the secret ballot issue was not satisfactory to the opposition group which insisted on the referendum going through. Result will be known some weeks in

ice for a threelection was dated for vear term. 4, but may be advanced to the

year term. Jection was dated for
4, but may be advanced to the
first of the month.

Latest petition being passed around
in legit theatres calls for Walter
Hampden to head an opposition
ticket for presidency against Frank
Gillmore. Hampden is quoted stating he is not interested, and that he
would decline. It called upon.

Hampden president of the
Players Club, most conservative of
actor societies. He has never been
active in the affairs of Equity, and
is not known to have attended any
general meetings. Hampden was on
the council about 15 years ago, attending but a few sessions after
which he resigned from that body,
but kept his membershi in Equity.
Understood he was not in sympathy
with one of the association's chief
policies. Hampden recently went on
tour with 'An Enemy of The People,'
but it closed quickly, and he an
nounced he was through as an actormanager.

manager.

Opposition in Equity reported other possibilities to head its expected ticket. Among them was Kenneth Thomson of the Screen Actors Guild, who declared he would not oppose Gillmore. A similar suggestion, was said to have been made by Emily Holt, formerly on Equity's legal staff, now residing in Ft. Worth, with the same answer. Dorothy Bryant's name was also mentioned by the Chorus Equity, executive stating she is not affiliated with any group and not interested in being a candidate. Berton Churchill was still another name used, but he sent word from the Coast that he, too, would not run. Internal rumblings have been heard in Equity for more than a year, concerning the coming election. Just show strong the anti-admi istration group really is has never been clearly indicated. It has been repeatedly set back in various moves but sets up the contention that a secret vote would prove its real numbers. First test will come with the referendum, the election itself telling the story. Candidates on the regular ticket are virtually the same officers who have been handling Equitys affairs since the 1919 strike.

Hayward and Hampton Get Casting Licenses

Leland Hayward and David Hampton have been added to Equity's list. of licensed legit casting agent: Hampton has heretofore specialized as a literary agent, while Hayward has handled plays and talent, latter mostly for Hollywood. Both were given special service permits because making personal contacts, for lolayers with managers. Under such permits they are allowed a commission of 5% for the run of the play. Equity has iscontinued issuing personal representative per its, under which agents. could collect 10% for the run of the play, if guaranteeing players 20 weeks per season. Agents found it increasingly difficult to live up to their end of the arrangement. Leland Hayward and David Hamp

Can It Be That Good?

roadway wondered what impelled the critics to rave over Excursion, which opened at the Vanderbilt, N. Y. Friday (9). One explanation was that there had been five or six weak-lings immediately preceding and when something different came along, the reviewers took down their hair. Vanderbilt, formerly a hit house, had a hard luck booking streak. Last real success there was 'The Connecticut Yankee', produced by Lyle D. Andrews in 1927.

ACTORS FORM NEW GROUP ONB'WAY

Possibility of a new association of legit actors is indicated by a communication distributed, over the typed signature of George Washington Tracy. Latter is believed to be factitious, and is supposed to represent a committee. It is claimed that an application has been made to John L. Lewis, head of the Committee for Industri Organization, for a charter.

New group, if it exists, would be a rank and file organization, composed of those who play smaller parts in casts. Fear is expressed that allen actors will usurp what jobs there are from American actors. According to the letter: During the season of 1938-39 the British ham actors will invade our shores. In unholy invasion of the British ham. Specifically, complaint is made against, entire British theatrical companies, such as the D'Oyly Cartes who are planning to arrive here while thousands of Britishers are now in that glorious land known, as Hollywood. The origin of the appeal appears to have come from relief theater sources, hope being expressed that the Works Progress Administration's project, the state an ity governments will continue its noble work among the outcast actors of the American theatre. Congress, too, would be asked to keep out the alien actor.

actor.
Equity has the American Federation of Labor charter, which explains
the idea of securing a charter from
the ClO. Movement did not start
i uity's opposition grou ich,
has not expressed untagonis ward
Britishers.

RAH-RAH PREMIERE FOR NATHAN PLAY

Dallas, April 13, Jed Mace, resident of the Arden Club, dramatic organizati of Southern Methodist university, was in New York last week, making arrangements for the presentation in Dallas, this spring, of the first non-professional, production "High Tor," followed by the world premiere of George Jean Nathan's play. "The Ayon Flows."

Mace will play the Burgess dith role in Tor' and Romeo in the Nathan opus.

Zimmerman Ailing

Aimmerman Ailing
Matty Zimmerman of Leblang's
licket agency-is at the Jersey City
medical center under observation.
He has been under doctor's orders
for some time because of irregular
heart-action.
is son, Harvey, who su red a
broken neck, is out of the same hospltal, wearing a steel br

Hits Prosper, but Only 5 Successes in 30 Tries Since Jan. 1 a Poor Average - Brock Pemberton Loses Out 3 Times-'Candida' and 'Excursion' Break Floppo Sequence

REVIVALS SCARCE

The standouts are faring very well but roadway need for materialit proportions-is again Around shows have

most of them being medi hasty flops. Only five in that flock were ited

The hits in that grou 'Yes My Darling Daughter,' 'Having Wonderful Time, probably Excursion, which was highly regarded at the premiere last week (Vanderbilt) and the revivals 'King Richard, II' and 'Candi Latter and 'Excur sion' were

broke betweeners or months' period. There are several shows which may yet make the grade as moderate successes, but are not important in the legit set-up.

Prospects Were Good

Prospects Were Good

In noting the heavy attendance drawn by successes which came in during the first half of the season, showmen said that business was strong enough to support double the number of hits, and conditions looked favorable enough to open new plays up to April 1. Following that conviction, Brock Pemberton set himself a three-play schedule, and completed it but to no avail. All three have been withdrawn.

Pemberton may have speeded the production too much, for he is naturally leisurely in presentations, the stated, however, that plays must get a favorable press in order to click, and, having been a newspaperman and reviewer, hi ion carries weight. None of his trio received the nod of the critics. He believes that had 'Now You've Done It' (first done by the WPA in Denver under the title of 'Me Third') received a better press it would not have failed, basing his claim on audience reaction.

The manager's presentation of

better press it would not have failed, basing his claim on audience reaction.

The manager's presentation of Chalked Out, was a disappointment in several ways, and was apparently brought in at the wrong tin because they didn't want it. rison drama originating from Si 's: Warden Lawes, drew picture interest prior to producti One film firm sought to back the show, but finally decided it could not ithout lating the gentlemen's agreement between picture companies to lay off legit backing, because of the new dramatists' contract. When the show was closed, the same firm inquired about the rights. Pemberton replying he had no further interest, as the play ran less than three weeks.

Pemberton isplayed thorough sports anship over the failure of the three plays, making no complaint on any score. Red Harvest, the final show by that producer, depended on anti-war interest, an not enough people came forward to support it. Play presented in association with an outs! timent.

This spring does not figure to get the usual revival string. Candidar being the exception, Usually there are "Gilbert & Sullivan revivals, but the D'Oyly Cartes in an extended run at the Martin Beck through the entire autumn, doubtless, will suffice for the season. G. & S. was also on at low prices under the WPA.

Case; 32 Brokers Face Charges Today

Golden Rule Broken

premi i new show 'Susan and God' at the Mc-Carter, Princeton, Saturday night (10). It was his first premi of his own or other people's shows, about 10

years.
Manager, ays he doesn't li
opening nights, especially of his
own shows. If he sees anything
wrong, he says, it's too late to
do anything-about it and that
im so much he'd rather

CENTRAL PLANT **LEGIT COOLING APPROVED**

Legit theatre managers in New York display unusual interest in a plan to install cooling plants in a group of houses, under control from one station. Idea originated from the Carrier Co., air-conditi ing specialists. Proposal calls for paying the cost of apparatus to be installed over a term of years but there appears to be several suggestions on such costs.

such costs.

One idea is to pay for the plants on a weekly basis, much the same as the light bill. Cost of operation would probably be metered because of the power required.

Installation of indivi ual cooling plants is also being considered along with a different payment plan. That would call for amortization, ith the theatre paying monthly or semi-annually over a period of 10 seasons. Negotiations are in progress by several man , more being desirous of modernizing their houses than any time heretofore.

ROCKEFELLERS' SPEC PLANS TAKING SHAPE

Arthur Schwartz and Laurence Stallings sail today (Wednesday) from England and are expected in New York next Monday (19). Understood they will almost mediately conter with Rockefeller Center exces regarding fall production of their untitled musical spectacle at the Center theatre. Tentative plans of the Rockefellers Center them to produce the specthemselves, using the Radio City Music Hall staff, with Leon Leonidoff icharge. Understood Albert Johnsor has been roached gardi set designs, so utilined, show would compar in size to White Horse, Inn' and 'The Great Walty.' revious Center theatre occupants.

Waltz. revious Center theatre oc-cupants.
While both those shows played to large attendance. Rockefellers be-lieve success of the Center Theatre as a legit house depends on long-range plans involving productions over several seasons. That would be-their in staging shows them-selves with the Music Hall staff.
While entire plan is called ochilte at present, ng impres-sion around Rockefeller Center is that roject virtually set except for few inor details:

George Lait's Play

Los Angeles, April 13. George Lait, Universal News Service, rep.here, and so Jack Lait, has written a play, 'Destiny,' which may, get a New York productio
It has War backgr

Internal Revenue Department com-pleted its first step in a clean-up of New York ticket agencies and 32 brokers are under bond to appear before U. S. Commissioner Cotter today (14) answer charges of before U. S. Commissioner Cotter today (14) answer charges of failure to stamp tickets sold at a premium. Law calls for rubber stamping the name of the agenci on all such sales, space being pro-vided for writing in the box office-price and that which the customer naid.

vided for writing in the box office price and that which the customer paid.

Government claims it was nickedout of \$500,000 by the brokers who are alleged not to have paid th admissions tax on the full am unts they from the waste of the state of th

share of tax money was intentioually pocketed, heavy fines may be imposed.

Some of the brokers admit laxity in the matter of stamping, especially when they are blusy, but they say it is virtually impossible to follow the rules set by the tax people. Freguently tickets are exchanged or resold from one agency to another and if each broker stamped those tickets, the data would not be legible. One excuse for not stamping is that wholesale people refuse tickets storn the green of the stamping is that wholesale people refuse tickets storn the green of the process were found culpable and fined \$5,000 each. In addition; their books were audited and each agency assessed heavy money, amounts claimed being upward of \$10,000 even for small agencies. A compromise was made later, but the brokers settled in part.

At that time the government was regarded as being in partnership with the brokers, because the law then called for 50% of all money over a premium of 50 cents, and then, later, half of all over 75 cents. The 50% provi ion was ultimately removed from the admissions tallaw, and a straight 10% levy has si lied.

JUNE WALKER SERIOUSLY ILL

Walker is seriously ill in the Germantown Hospital, Philadelphia, with blood poisoning of the left leg. Doctors at first feared amputation would be necessary. condition was much improved Saturday, however, and it thought amputation will inceded. Physicians id yesterda Tuesday) that her condition unchanged since Satur erport, Actress cut her left knee April 1. in Floir treated it herself and started north by motor. The cut became infected, and she stopped at a triend's house in Philadelphia. She was removed to the hospital and an operation was performed Tuesday (6) of last week. She was given a blood transfusion last Thursday (8), and was said to be in great pain.

Miss Walker had been mentioned for the lead "Penny Wise." The show is now in rehearsal, with Linda Walkins in the part. Miss Walker' last Broadway appearance, was For Valor,' last s ason.

Sam Byrd Plots New Play for Fall; Douglas Leigh Signs Again as Aide

Broadway is about see a re-sumption of record-breaking legit producer-advertising combo of last year. Partners will be Sam Byrd, actor-producer, and Douglas Leigh, outdoor advertising exec. Pair teamed last season to plaster Times Square months in advance with three huge displays plugging Byrd's production of 'White Man,' Samson Raphaelson's drama, Show folded after brief run.

production of White Man, Samson Raphaelson's drama. Show folded after brief run.
Leigh is represented by seven big, electric display signs Times Square at present. Outstanding is the new Leigh-Epok novelty flasher on the east side of Broadway between 46th and 47th streets. Swedish invention getting first world showing, it is New York's top attendance draw, playing to thousands of standers nightly (including Sundays).
Byrd's fall production will be a Paul Green drama, as yet untitled, with a cast of about 40. Byrd, who played. Dude Lester in Tobacco Road' years on Broadway, will star in his own production. Played lead in last season's White Man. No other actors are set, nor are director, seene designer of others picked. Play will have several incidental songs arising out of the action. Byrd expects to start casting in August and plans out-of-town tryout.
Byrd-Leigh association began when pair attended University of

casting in August and plans out-of-town tryout. Association began when pair attended University of Florida together. Came to New York about the same time, Byrd to go on the stage, Leigh into adver-tising. Both clicked about the same time, Byrd after series of parts in flop shows finally landing in To-bacco Road' short time before Leigh went into business for him-self. Leigh, at that time, vowed he'd some day put Byrd's name up-lights as Broadway had never

'Frederika' Salaries Sliced This Week

Cast of 'Frederika,' presented by J. J. Shubert at the Imperial, N. Y., has agreed to take a cut in salaries, effective this week. Operetta's best week was during Easter, but last week the gross dropped markedly. Understood the slice is 25%. Under the rules, the show must continue at least two weeks more.

Dennis King was not present with the others when the cut was okayed by Equity's cuts board, but it is reported he is playing on percentage.

'My Md.' Case Up Soon

Hearing on the motion of Richard W. Fitch, cousin (not the son as reported) of Clyde Fitch, the old-time melodramatist, for a temporary injunction to restrain J. J. and Lee Shubert and their theatrical enterprises from alleged infringement of Fitch's play, 'Barbara Fitchle, the Frederick Girl,' is set for April 20. Fitch' claims the Shuberts lifted parts of the original play in the making of the operetta, 'My Maryland,' ithout permission of the plainti who claims he holds the copyr! Plaintiff seeks permanant injunction and accounting of profits. The Columbia Broadcasting Co., one of the original defendants was alsolved last week when Federal Judge Coxe denied the plaintiff a restraint order.

Curran Readies Three

San Francisco, April 13.

Helen Gahagan may be featured in Summer reeze, 'a new musical by B. Kornblum, if a contemplated production of this play by Homer Curran materializes. The Stork Laid an Egg, 'a farce, and another new play by George O'Neill, author of 'American Dream,' also are scheduled for try-outs at the Curran Theatre, here the not so distant future.

Molly Picon Returning To N. Y. Yiddish Legit

Capetown, April 13.

Molly icon, appearing here currently in vaude, leaves next week for Paris, where she plays a return engagement at the ABC vaude house, enroute back to New York.

Miss Picon last week accepted via cable a contract to return to Yiddish legit in New York next season to star in the productions at the Public. She's been away from Yi ish legit for some time.

'HIGH TOR' LIKELY **TO CLOSE MAY 29**

ite increased b. o. pace, since it won Critics' award, there is little chance of 'High Tor', running through the summer at the Marti Beck, N. Y. Maxwell Anderson fantasy was grossing around \$12,000 until it was given Critics' nod; since then it's been taking about \$20,000. Play is figured certain to last the season, but Burgess Meredith goes to the Coast for an RKO picture commitment sometime in June-Peggy Ashrort, other featured player, is definitely set to sail June-Peggy Ashrort, tother featured player, is definitely set to sail June-Peggy Ashrort, other featured player, is definitely set to sail June-Peggy Ashrort, other featured player, is definitely set to sail June-Peggy Ashrort, other featured but in the fall, will also leave then and that show will fold for the summer.

Igh Tor' fate for next season is in the air. Understood Guthrie McClintic hopes to tour it in the fall, preferably with Mere dith. But actor's plans are likewise unsettled. Might go back into Tor' briefly. Also considering a Pirandello drama and couple of other plays, one being new Maxwell. Anderson work at present only outlined.

Miss Ashrort will probably do a

only outlined.

Miss Ashcroft will probably do a Miss Ashcrott will probably do a play in London early next season, then hopes to return after her six months Equity probationary period and go into another production for McClintic. Had several film offers but nixed them.

Laurie's Twosome

Joe Laurie, Jr., is scripting a legit revue with Jack Norworth and Fred Hillebrand for summer production on Broadway. Tentative title is 'Wow! Wow!' Will be an intimate

wow! Wow! Will be an intimate show, with a cast of about 15.
Comedian is also writing a legit musical with Burnet Hershey, who scripted the life of Caruso for pix.. Called 'Get Me a Dame.'

May Try 'Bet Your Life' Again; With Ludwig Satz

Thet Your Life, which opened and closed at the Golden, N. Y., last week, is reported being taken over by Edwin A. Relkin, who proposes to star the Jewish actor, Ludwig Satz, in the Fritz i comedy. Latter, a Chicago newspaperman, sai to

star. the Jewish actor, Ludwig Satz, in the Fritz i comedy. Latter, a Chicago newspaperman, sai to have backed the show, which opened raggedly after several bad breaks. Under another title, 'is slated to again reach the boar ither in New York or Chicago.

According to lockl, public address system went bloosy and it took 20 minutes to attach a wire to the microphone, holding the first curtain until after nine o'clock. Author admits the actors were not up on their lines, although most-of the cast rehearsed four weeks. A new second-act finish inserted two days before the premiere was contributary in confusing the players, but the author says trouble with the p.a. system had them all excited.

Rambeau, Corthell in N. Y. Stager, 'Whispered'

No D. C. Legit

Washington, April 13.
Capital is legitless for the first time this season. National has Good Earth (MG) and the Belasco, which took beating on 'Kitch Your Wagon' and shut up when child labor law barred 'Old Maid last week, goes back to artie pix soon. National relights with a return of 'First Lady' on April 26.

SIX CLOSINGS **ON BROADWAY**

'Storm Over Patsy' will close at the Guild this Saturday, winding up the season for the Theatre Guild. By keeping 'Jane Eyre' on the road, the organization's schedule will not be completed, so far as Broadway is concerned. 'may come in next concerned. fall and there will be six other productions. 'Patsy,' in its sixth week, was held in after the subscription period by parties.

'STORM OVER PATSY'

STORM OVER PAISY
Opened March 8, '37. Theatre.
Guild's fifth offering of the seasen drew mixed opinions. Glibert (Telegram) termed it 'a
bonnie play,' but Watts (Tribune) said 'the play is not another Theatre Guild triumph.'
Varlety (Duee) said: 'A question if the play will land.'

Notice to 'Young Madame Conti' was posted at the Music Box Monday (12). rama was brough from London with cast intact. It will have played two and one-half we Light business, after a mild

YOUNG MADAME CONTP Opened March 31, '37. Con-stance Cummings' first melo-dramatic stage effort in New York was okayed by the critics, but most of them didn't agree with the play. Brown (Post) termed it 'a talky, sentimental, and pointiess affair.' Variety (Rowt) said: 'Destined for a brief run.'

'Now You've Done It,' which moved from the Henry Miller, N. Y., to the Fulton, closed Saturday. It played six weeks to mild money, top takings being around \$3,000. Never seemed to survive first night panning.

NOW YOU'VE DONE IT "NOW YOU'VE DONE IT"
Opened March 5, "37. Atkinson (Itmes) called it 'hackneyed of theme and laboriousiy written and staged,"
Watts (Tribune) saw it as 'a
feeble and unhumorous farce.'
Varlety (Edga) sald: 'Fair-tomoderate b.o.'

"White Horse Inn' closed at the Center, N. Y., Saturday after playing 29 weeks. Operetta did not earn back huge production cost but had many profitable weeks, with grosses sometimes topping \$40,000.

WHITE HORSE INN

Opened Oct. 1, '36. All but two of the notices were good on this spectacle. Gabriel (American) said, 'At last we may all see, hear, enjoy and maryel much at 'White Horse Inn,' but Brown (Post) and Gilbert (Telegram) dissented. Variety (Ibee) said: 'Season's outstander.'

'Red Harvest' closed at the Na-tional, N. Y., after two weeks. War play was probably not rightly-timed. Notices mild and takings likewise.

Opened March 30, War drama anent the Cross nurses wasn't given much chance by nearly all of the top-flight playviewers. Lockridge (Sun) called it an ugly play

and an unrelenting one.'

Variety (Edga) said: 'Chances at any genuine coin look slim.'

'Bet Your Life' was yanked from the Golden (Masque), N. Y., after one week. rew severe pannin

BET YOUR LIFE'

Dened April Fritz
Blocki-Willie Howard effort
drew a severe roasting from the
first-stringers. Gabriel (Amerlean) said, 'It went on and on
in just one way—and that was
from bad to worse.

VARIETY (Rowl) said, 'Not a
good gamble for anyone concerned—complete mediocrity.'

Inside Stuff—Legit

Excursion, which drew top notices among Broadway's spring entrants, surprised at its premiere at the Vanderbilt last Friday (9). Those who saw previews were anything but enthusiastic, and the out of town showing was not especially promising. Management was the most surprised of all. Play is presented by John C. Wilson, who earlier in the season sponsored Noel Coward's 'Tonight at 8:30.' Understood that Coward and the Lunts are interested in Excursion,' all three names also being mentioned as having an interest in 'Idiot's Delight.' Excursion' has an unusual set, from a technicat stancpoint. Two stationary sets, are used which, when moved together, make a surprising effect. Moves are handled in full audience view and are actually extremely simple, though looking complicated. Simple cable and wench arrangement is used for the purpose of moving the platforms back and forth.

arrangement is used for the purpose of moving the platforms back and forth.

Iadys Calthrop, who designed the sets, managed, by a freak, to get actual fittings for the steamboat scenes. While planning the production some months ago she read in the dailies about a Coney Island boat making its final trip. She made the trip, took notes and, later, bought the ship's trimmings to be incorporated in her set.

Script is virtually identical as that upplied by Victor Wolfson, author. Show was panned by the Philly critics during tryout there previous week. After reading the reviews, John C. Wilson, producer, ordered the original script back in use. Changes had been made by the author to suit Worthington Miner, the director.

Antoinette Perry hostessed party of about 30 legit players, managers and agents last Friday (9) at midnight show at Minsky's Oriental, N. Y. Those present included Peggy Ashcroft and Phyllis Welch, of 'High Tor', Margarget Perry, of 'Now You've Done It', Myron McCormick, of The Wingless Victory', Elizabeth Love, 'Margaret Mullen and Katherine Pemberton, Jack 'Tyler, Chet Stratton, Martha Hodge, Lloyd Gough, Fred Tozere and Alan Hale, of 'Red Harvest,' and John Root: Also Edgar Runkel, company manager of 'Now You've Done It,' and Ray Crossett, of the Leland Hayward office.

Master of ceremonies at show introduced hostess as director of 'Winterset' and 'High Tor,' which were both staged by Guthrie McClintic.

Within a few nights of each other two plays reached Broadway with well-known fourth-estaters tagged as authors. The first, 'Bet Your Life,' was unmercifully slugged by the Broadway critics, all not sparing Fritz Block, former Chicago reviewer. The Times insisted on calling his Fritzi Block, by the way.

Ward Morehouse's play, 'Miss Quis,' at the Henry Miller, N. Y., however, was treated differently. The boys seemed to bend over backward in pulling their punches on this one. Morehouse is a dramatic commentator on the N. Y. Sun.

Richard Aldrich and Richardson Myers, who announced a pretentious production schedule early in the winter and did present three plays, have closed their offices until next season. At that time, 'The Meal Ticket,' withdrawn after trying out, is due probably with another title. Duo's other shows, 'Aged 26' and 'ide Rising', were also disappointing, Aldrich is one of a party-sailing today (14) for Russia with the object of studying theatres in Leningrad and Moscow. Others are Morris Haughton, Margaret Barker, Robert Ross, Elaine Ellis and Choteau Dyer.

What was nearly a sit-down strike among extras of 'The Eternal Road,' Manhattan Opera House, N. Y., was occasioned when the management thought the girls need not be paid for the ninth performance, because they are not Equityites. Girls thought otherwise and won out. They receive \$15 weekly for eight performances, less the social security tax, which is 15 cents.

Since Sunday performances were started, 'Road' has been played nine times weekly, except during Holy Week. Sunday night show will probably be dropped after this week.

Despite the fact that the recent closing of 'Stage Door' at the Music Box, N. Y., was late in the season, with most of the new play casts set, a number of players of the 'Door' company have caught on with other productions. Frances Fuller, Richard Kendrick and Robert Thomsen are in 'Excession'; Mary Wickes has a role in 'Hitch Your Wagon,' and Howard Smith is with 'Miss Quis'.

Lee Patrick has gone to the Coast to play her original part in screen version of the play, which will star Katharine Hepburn, at RKO.

League of New York Theatres, the managers' association, now quartered in the so-called Sardi building, N. Y., is paying an annual rent of \$1,000. Ori inally it was to have moved from one floor to another in the Paramount building for the same rental. Present quarters, however, are larger.

Before moving there was some discussion among members because the Sardi building is owned by the Shuberts.

First co-operative stage group in Westchester, known as the Manhattan Players, opened Saturday (10). Players will alternate in acting lead parts, with some non-member actors engaged when, necessary. Performances start each week on Saturday and continue until Wednes-

n McCool, who had a bit i roadway legit flop 'Bet Your Life,' is former nitery singer and two seasons ago was runner-up for 'Miss America' title in the Atlantic City contest. Competed as 'Miss Philadel-phia.' She is daughter of late minstrel man. Jim McCool, 'Bet Your Life was her first professional legit show.

Out-of-Town

SUSAN AND GOD

ragged, it needs fixing, trimming and recasting—but the makings are there for a goodly run on Broadway. And it'll make an excellent picture, be-

Comedy drama in three acts (six scenes) by Rachel Crothers produced by John Golden, stars Gertrude Lawrence; features and production supervisto. Miss Crothers is 50 and production, supervisto. Miss Crothers and McCarter, Princeton, J. April 10, 737, 8275 to 187, 8275 to 1875 to 187

B'way Legit Theatres Aim to Alter Present Block Ticket Sales System

The theatre party method of selling out the house, in whole or part is due for revision, and those who handle that type of block ticket distribution are expected object. Allen Schnebbe, manager of the Lyceum, N. Y., who is head of the Treasurer Club, has given reasons for the change, already in operation at that theatre.

Parties for hit shows are required to pay the regular price, but nearly all such sales otherwise are at a reduction, usually 60% of the box of fice scale. Frequently, theatre partypeople turn back a number of tickets not sold to members of organizations benefited, with the request that such ducats be sold at the regular price.

tions benefited, with the regular tions benefited, with the regular price.

Under the new rule party manager will receive only the cut rate paid the bo. for the tickets not the full face value. Schnebbe contends that the old system never was a logical operation, and that there is no reason why the theatre should refund on the basis of 100% for tickets, which had originally benedicted, which had originally benedicted, which had originally benedicted and the bold at a reduction, that is 60%.

From the theatre angle, it is pointed out too that when the house is sold out too that when the house is sold out too that when the house is sold out too that when the house is offered to turn away other patronage, persons who may or may not purchase tickets for subsequent performances. Such tickets would naturally call for the regular price and therefore the theatre should benefit from returned party tickets some of which are disposed of at double the regular price.

The 'committee' angle to possible prospective parties is also up for scrutiny. Party handlers usually call the theatre and request four tickets for the committee of this organization or that church. Idea is that if the committee was soften reject the show as okay it. They propose making the party people pay for committee tickets, and if the deal goes through, that coin would be returned.

ATC CONVENTION MAY 24-27 IN N. Y.

There is growing interest in the coming convention of the American Theatre Council, formed for the pur-Theatre Council, Dumber of the legitimate theatre's welfare and a number of out-of-town showmen have expressed a desire to attend. Because of a flock of conventions during May, there was some confusion in the dates of the Council's conferences, now definitely listed from May 24 to 27 inclusive, at the Astor, announcement that the sessions would continue for a week begins an error.

the Astor, announcement that the sessions would continue for a week being an error.

There will be a charge of \$10 for attending the convention, the fee covering several luncheons and a banquet. Those desiring to attend but one luncheon may do so at the cost of one dollar, while members of the Theatre League, Dramatists Guild or Equity officers are welcome to the business meetings without charge. There are to be credentials and so forth.

Initial purpose of the first convenwill be to adopt 'practical polwhich will tend to increase in, encourage youth in writing, acti and directing, cooperate in the 'public to make theatregoing easier and pleasanter, to extend the road.

It is proposed to hold conventions annually.

Organizations Share \$50,000 Benefit Take

date the N. Y. Theatre Author-has split \$50,000 benefit take ong benevolent theatrical organi-ions. Last \$10,000 was handed out

date the N. Y. Theatre Authorhas split \$\$50,000. benefit take among benevolent fheatrical organizations. Last \$\$10,000 was handed out this week.

was collected over period of two and one-half years, since outfit's inception to curb racket benefit performance. Total of \$41,500 was Shared by Stage Relief Fund, American Federation of Actors, Actors' Fund and the Jewish, Catholic and Episcopal Actors' Guilds and individual needy cases. Remainder went for administration expenses and office maintenance.

Unedited

Rochester, April 13. George L. David, who has completed 25 years as drama and film editor of the Democrat and nimeditor of the Democrat & Chronicle; wants players and public to tell him what they think of his work. Results will be used i article in the newspaper.

'Women' Cast's Minor People Upped \$10 Ea.: To Stay All Summer

With 'The Women' continuing to play at virtual capacity, the Max Gordon office last week handed out \$10 raises to all minimum salary players in the cast. Increases were also given to featured players who signed run-of-the-play contracts.

Understood producer and the Shuberts have finally agreed on sharing expenses of installing a cooling system the Ethel Barrymore theatre, igure the all-temme show will run through the summer. Understood short tour, followed by Chicago run is now being set for fall. Reported several leading parts have already, been tentatively set for a second company to go out in Septemer, with players from that troupe subbing in the Broadway show while original cast takes, overlapping layoffs.

offs, Understood Betty Lawford, in the show, is dickering with Gaumont-British for a film assignment.

TPROA Comes to Life; Plans Meeting Friday

A special meeting of the Theatrical Press Representatives of America will be held at Town Hall, Friday (16), for the purpose of nominating officers. is the same that formed i includes company managers. Understood present officers have held over, when the slated election was set back indefi-

nitely some months ago. Some members of the TPROA are also in the newly formed New York Theatrical Press Agents. Latter has nothing to do with the road, and, because of that, the older association figures on resuming activiti

McClintic '37-'38 Plans May Include a Rep Co.

Unless he changes his mind at the ast mi Guthrie McClintic will sail today (Wednesday) for a vacation in Europe. Plans for next season will not be decided until his return, robably in July.

irector-producer may stage fall lind Man's Buff. production Ernst Toller play he recently bought,

production ind Man's Buff, Ernst Toller play he recently bought, but nothing is set. Also still yens to do 'The Sea Gull,' which George Abbott recently announced as forth-coming production with Joyce Arting in the lead. Planned presenting the Chekhov drama earlier this season, but never got around to it.

Another McClintic plan, though called in the 'nebulous state' at present, is to form a Broadway repertory company or theatre, preferably with several name players. May be significant in that regard that Stanley Gilkey, McClintic business manager, tried to lease an unnamed Broadway legit house for next season, but was unable to do so. Gilkey says he would not consider any other New York legit house. Green the work legit house. McClintic's repertory idea is entirely distinct from si liar urge of his actress-wife, Katharine Cornell. She has repeatedly expressed desire to form company to present several of her successes of recent seasons, including 'Wingless Victory,' Candida', 'Saint' Joan' and 'Romeo and Juli ' on Broadway and the road. That plan is called more remote than McClintic's, however.

Apparently little chance of actress

SHUBERTS TO DO '3 WALTZES' ON B'WAY

Shuberts will probably do 'The 3 Waltzes' on Broadway with Margaret Bannerma and Henry Wander Uatter having sung in Covent Garden, London) some time next season. Originally this pair was to have done the operetta by the three Strausses (Johann, pere and fils, and Oscar Strauss, contemporaneous but no relation) in London. Now Miss Bannerman and Wander like the Broadway idea first, and thence London.

Broadway idea first, and thence London.

It's put on Paris by Yvonne Printemps and Pi Fresnay next month.

Irvin Marks. Paris sails back today to France after huddling with Lee Shubert on this and other deals.

Paris April
Paris cast for Three Waltzes, by
the three Strausses, which may be
produced on Broadway, has been selected by Albert Willemetz, who will
product it here. Yvonne Printemps
and Pierre Fresnay will star. Other
important roles will be played by
Louis Blanche, Rene Dary, Emile
Roques, Fels, Rumes, Yane Lambray
and Missi
Production

Production is scheduled to open in May at the Bouffes-Parisiens.

Lehmann of Paris Here to Buy Shows

Maurice Lehmann, French film and legit producer, is in America on a talent and play hunt. Arrived in New York Monday (12) and leaves for Coast Sunday (18), with stopoff planned for Chicago. Hopes to signature n am es such as Charles Boyer, Claudette Colbert, Irene Dunne or Simone for pic assignment with Distributeurs Francais between Hollywood engagements.

Froducer: figured acquiring French: rights for at least one musical comedy, idea of staging it in one of his two large legit houses in Paris. French version of 'Nina Rosa' ran two solid years there while 'Show Boat' and several others were hits. Will also buy independently-produced American pix If he can find any suitable for French-showi French-dubbed versions of American or British films don't go in France, except in the provinces, he claims. Parisian audiences either understand English or prefer superimposed titles.

imposed titles. Has no plans for importing French

Has no plans for importing French pix to America or producing special films in France for U. S., release. Producer plans three-day visit to San Francisco. Will then go to hollywood to eye production methods, as well as angle for talent. Then returns to New York, with sailing skedded for May 19

'Song' Co-Op Setup **Gets Equity Okay**

ity made an exception to its rule prohi iting cooperative shows in the case of 'Marching Song,' Bayes roof theatre to be oper ated in years. Melodrama is in the guise of a propaganda play having to do with strikes, produced by the

Theatre Uni a non-profit group which formerly used the Civic Rep-

'Road' May Fold Before May 15, **Needing Coin to Tour, If and When**

New-Style Audition

What the actors called a 'new kind of 'tryout' was pulled last week by a name producing firm. After rehearsing a show for two weeks, management called a private 'previ ,' with about a dozen spectators present the performance a couple of stars in the audience walked over to the management and (within players' hearing) cracked, 'Yes, it looks all ri lit. We'll do it.'

Management paid the origi

We'll do it."

Management paid the original players for the two weeks and rehearsing the show with the name actors. "Tryout players say they're satisfied,

Show Is On' Slated For Summer Holdaver With Company Intact

It is stated that all the principals in The Show Is On, Winter Garden, N. Y., are under contract until the end of the run, tentatively dated for Thanksgiving Day. That refues the report that Beatrice Lillie Bert Lahr would go to Hollywood this summer, preventing the summer holdover roadway's leading gross getter.

There are several musicals designed for summer patronage, with Show and Babes In Arms, rated having the best chance during the heated period. Closing of White Horse Inn' and Red Hot and Blue; leaves but three musicals on the list, Frederika' not rated a summer possibility.

The musicals listed May possibilities are 'Orchids Preferred,'
Thumbs West' and 'When the Cat's Anumos West' and 'When the Cat's Away.' Economy appears to be the keynote of at least two of the trio, which have but one setting. One of the shows has a cast of 15 and no chorus.

'Abie's Irish Rose' Returning to B'way

After trying out a revival of 'Abie's Irish Rose,' under stock conditions last fall, and planning to spot ditions last lain, and plaudining to spot her record-run comedy again on Broadway during the mid-year holi-days, Anne Nichols is again active in readying the play. Number of players in the original cast have been interviewed, but no contracts

been interviewed, but no contracts yet signed.

'Abi' may come in next month. It originally opened in May, 1922, at the Fulton, N. Y. When ready it is likely to be spotted in the Little, which is under lease to Miss Nichols.

Labor Stage Plans Summer Touring Co.

Labor Stage, Inc., in New York outfit financially backed by interna-tional Garment Workers' Union

Labor Stage, Inc. in New York, outfit financially backed by International Garment Workers' Union, which operates what was formerly the Princess theatre, on 39th with policy of plays promoting unionism, ill send out a road company this summer to help propagate ideas.

Currently the Labor Stage is running 'Steel,' play by John Wexley, which flopped when given on. roadway five years ago, closing after two weeks at the Times Square theatrefrom the company that will be 'sent on the road will be pro. Stands skedded will be it towns where John L. Lewis' Committee for Industrial Organization is trying to line up workers into unions.

The C.I.O. is the control of the company that will be action of the control of the company that will be sent on the road will be action. The C.I.O. is that outfit is backing but does admit that various companent parts of the organization are putting up the money. Play ill be used as propaganda offered workers to wither sympathies for the C.I.O. movement.

Labor Stage is spending \$200,000 this year on its 'cultural' campaign.

movement.

Labor Stage is spending \$200,000
this year on its 'cultural' campaign.
The International has donated \$1001,000, with the rest coming in small chunks from the multitude of local unions, not only in N. Y., but as far west as Chicago.

With 'White Horse Inn' closed Saturday (9) at the N. 'The Eternal Road' an-

nouncing the final four weeks at the Manhattan O. H., earli Manhattan O. H., , earli dications that both major production

investments would end in the red 'Road' manageare substanti ment claims it may go

Hollywood Bowl possible this sum-

Hollywood Bowl possible this summer. ing definite about touring possibiliti

If 'Road' goes to the road it will require fresh financing for that purpose. Conferences are due to be held on the feasibility of spotting the spectacle in auditor; ms, unpurpose of which have been unable to book attractions consecutively. Underst the William Morris Agency will make a survey of such spots and make the bookings, if it be decided to send the troupe out.

\$500,000 Fred. Cost

in that 'Road' will con-

send the troupe out.
\$509,000 Pred. Cost
in that 'Road' will contime until May 15, the scheduled
closing date, it being presumed, that
the announcement at this time was
calculated to spur interest among
those contemplating seeing the show.
Best recent gross was \$27,000 during
Ensier Week, although house,
claimed more than \$30,000. While
that was an operating profit, last
week's attendance dipped again toward the even breaking point,
weekly nut is around \$22,000 and it
is, figured to cut that cost to \$16,000
for road purposes. Show cost around
\$500,000, and it is hoped that out of
town dates will lessen the red, also
picture rights.
Position of the Manhattan is not
clear. House is owned by the Scottish Rite, a Masonic order. To restore the interior would cost an estimated \$75,000. Understood the Road'
Tann' Goes Off

'Inn' would have continued but
for the fact that the Warners wish

management never guaranteed to defray such cost.

'Inn' would have continued but for the fact that the Warners wish to end all connection with the attraction. Film end was guaranteeing expenses, and while last week did not lose money, Warners wanted out. Full salaries were paid for both Easter and the final week, but no rent was charged and royalties had been reduced to around 6%. Originally it was excessive what with a block of authors, same high rate having applied to 'Road.'

Laurence Rivers, Inc., which made the 'Inn' presentation under the corporate title of Charivers, drew down no coin since the first of the year, About that time there was a disagreement in the management and Rivers firm agreed not to take any coin unless the gross topped \$35,000, which it did not do.

Arthur B. Krimm, secretary of the Eternal Road Distributing Corp., will appear May 10 at the N. Y. Supreme Court to be examined before trial of the action brought by William Kierberg, contractor, against the corporation. Justice Leary signed the order for the examination last Thursday (8). Kierberg is seeking to collect \$12,908, which he claims is due him on stage rigging contract. Plaintiff claims that on Nov. 7, he signed a contract with the corporation to set up the rigging for the Max Reinhardt spectacle at the Manhattan Opera house, N. Y., for \$19,055. When the corporation cancelled the contract on Dec. 30, it owed him the \$12,008 for work he had already done, he avers.

FRAMING A BACHELOR

But Aubrey Mather, Footloose

Hollywood.

Hollywood,
rey Marther, Polonius of Lesli
Howard's 'Hamlet,' a bachelor of 50,
here on a six weeks' visit, had letters of introduction to two femmestars and these were down as 'musts.'
Discovered making his social
calls that, each instance, the
femme star had just had a baby
daughter, it was the embarrassed
bachelor's job, to take tea ith the
little mommers in each instance
had received letters urging them to
find a nice, wife for the actor, nad
Mather, on learning how he was
framed, has decided it was an elaborate and nicely timed buildup, but
he's still a bachelor.

VARIETY

Plays on Broadway

EXCURSION

Comedy in three acts by Victor Wolfson.
Comedy in three acts by victor workings, Staged by Worthington Miner; settings, Gladys E. Calthrop; presented by John C. Wilson at Vanderbilt, N. Y., April 9, "37.
Cladus M. Calthron: presented by John C.
Wilson of Vanderbilt, N. Y. April 9, 37.
\$3.30 top.
Obedlah Whitford Kane
LintonJohn Cherry
Pop. William Foran Gilchrist William H. Malone Mutson. John L. Kearney
Gilchrist William H. Malone
Mateon John L. Kearney
Jonathan Rich ammond Dalley
Jonathan Rich ainmond Dalley Candy Boy Lester Salkow Mr. Boomer Henry Clark
Mr. Poomer Honry Clark
Mrs. Boomer
Mrs. GeaslingIrene Cattell
Mike GeaslingJackle Grimes
Mac Colman Conway Washburne
Mac Colman Conway Washburne
Miss Dowdle
LollieFrances Fuller
MarthaConnie Gilchrist
Alken
Mrs. FitchelJennie Moscowitz Mr. FitchelJames R. Waters
Mr. FitchelJames R. Waters
Mrs. Loschavio
Red Magoon Robert Williams
Eileen Loschavio Marilyn Erskine
Lee Pitman
Richard Pit lehard Kendrick
Pat Sloan William H. Chambers
Tony Joseph Olney
Other passengers: Erle Walz Mae Grimes
Tony. Joseph Olney Other passengers: Erlc Walz, Mae Grimes, Illy Redfield, Julie Lawrence. Sylvia 'eed, Dorothy Brackett, John O'Shuugh- essy, Lesley Woods.
ford Donathy Dischold Tohn O'Chungh
eeu, Dotothy Diackett, John C Shitugh-
essy, Lesiey woods.

Waning legit season comes forward with a fine entertainment in Excursion. New comedy by Victor Wolfson, possesses a novel theme, has what, it takes, and seems a likely click, even though it is a last-minute arrival. Sharply-pointed, its style combines gay humor and an imaginative underlying premise. Play packs the power to please a wide various maritime adventure wherein a veteran Coney Island steamboat puts bravely out to sea on the eve of the day it is to be retired from service. Old Cap'n Obediah. Rich, skipper, believes that he owes his last-trip passengers more than a sail down the bay, so the points his boat toward at the control of the day it is to be retired from service. Old Cap'n Obediah. Rich, skipper, believes that he owes his last-trip passengers more than a sail down the bay, so the points his boat toward at the control of the day it is to be retired from service. Old Cap'n Decidiah Rich, skipper, believes that he owes his last-trip passengers more than a sail down the bay, so the points his boat toward at the control of the c

what in the entertainment in Excursion. New comedy by Victor Wolfson, possesses a novel theme, has what, it takes, and seems a likely click, even though it is a last-minute arrival. Sharply-pointed, its style combines gay humor and an imaginative underlying premise. Play packs the power to please a wide variety additional packs the power to please a wide variety additional variety of the day it is to be retired from service. Old Cap'n Obediah. Rich, skipper, believes that he owes his last-trippassengers more than a sail down the bay, so he points his beat toward a distant tropical isle northeast of Trinicad. It is not his fault the feeling of the day it is not his fault realiable helmsman and costs unditied in the clear of the day it is not his fault realiable helmsman and costs unditied in the clear of the day it is not his fault realiable helmsman and costs unditied in the clear of the day it is not his fault that the clear of the day it is not his fault that the day it is a not his fault that the day it is not his fault that the day is not his fault

child actress, excellent as her young daughter.

John C. Wilson, hitherto serving as Noel Coward's production associate, is the presenter, and Gladys E. Cathrop, also associated with Coward plays, designed the ingenious breakway settings depleting the pilot-house and forward deek of Woltson's adventure ship. Beyond the fact that chances of the play are good on Broadway, it is a natural for films.

HITCH YOUR WAGON alcolm L. Pearson and Donald E. Baruch present comedy in three acts and

9	six scenes by Bernard C. Schoenfeld; dl-	ŀ
	rected by Garson Kanin; settings, Watson.	L
	Barratt; at 48th St. theatre, N. Y., open-	ľ
	ing April 8, '37; \$3.30 top (\$4.40 premiere	L
	scale).	r
	Donnelly	ľ
;		r
	Matt Coprov	ı
i.	Pay Duncan George Curzon	1
ς.	Matt Conroy. Joseph Sweency Rex Duncan George Curzon Miss Schwartz Dennie Moore	k
3	Delivery Boy William Tracy Constantin Yox Robert X. Williams	I.
3	Constantly Voy Robert X. Williams	ı.
7		1
	Taxi Driver	Ŀ
	GenevaEthel Purnello	L
	Mr. Schwartz Joseph Greenwald	r
-	Mel Kalin	ı.
	Mrs. Schwartz	L
	Trawson Willis Claire	t
•	Muster of Ceremonies James G. Backus	Ł
٠.	AlRobert Kellard	ŀ
	AlRobert Kellard PeteJohn Galedon	ŀ
٠		ı
5	Taxi Driver	ì
		ŀ

DARK

rest are standard, although a colored maid, Ethel Purnello, makes her moments count. Keenan Wynn is in for a bit, and Joseph Sweeney as Duncan's agent manages compe-

Duncans agent tently,
Dialog is bright in spots; mechanical in the main. The Sardi-style
nifties (viz., 'He ain't no human
being; he's an agent') went for the
best results. Production is adequate
and a program footnote alleges all
the characters are purely fictional.

Abel.

MISS QUIS

Comedy-drama in three acts (five scenes
by Ward Morchouse; stars Peggy Wood
James Rennie! features Jesute Royc
Landis; staged by Bertram Harrison; se
Donald Oenslager; presented by Vinto
Freedley at Henry Miller's, N. Y., April
'37: \$3,30 top (\$5,50 opening night).
Ed Trett Tom Fadde
Alf Paul Ports
Aif. Paul Porte
Huster Niles Ismes Ronni
Huster NilesJames Renni CrickettPeggy Convers
Tom Anni Calvin Phoms
Tom Anni Calyin Phoms Sheriff James Lightfoo Esau Howard Smit
Esnu Howard Smit
Christine nning Lathron.
Christine uning Lathrup
Hector McBee William Davi
Zuella . cBee Eda Heineman
B. C. Calico Walter Baldwi
Opal Calico Mary Glide
Sam Whittle Charles lies Clar
Sam Whittle Charles live Clar Cornwallis Moon Norman Hammon
Amos Yadkin Edwin Coope Tavinia Windell ily Ann Wellma
Tavinia Windell ily Ann Wellma
Henderson Lathrup John Vossburg
This isn't a half-bad play. But it
ams isit to hair bad play. Dut it

This isn't a half-bad play. But-only half good. It will make fine film, and probably will st around on Broadway long end for picture rights. More than t is hardly likely.

is hardly likely.

Ward Morehouse, N. Y. Sun's theatrical columnist, wrote 'Miss Quis'
and proves again that he has a lot
on the ball. He knows and can portray characters; he writes easy,
smooth dialog; he has a keen sense
of theatre. But plot is something
else; plot worries him; plot trips
him.

smooth dialog: he has a keen sense of the plot worries him, plot trips him. Starting out with a bang-up first act, Miss Quis looks to be in. Then it wanders—but quickly—all over the place. Morehouse presents a small-town Cinderella here. She's worked hard all her life to pay off the mistakes of a drumkard father and all the residents of Pancy Gap (pop. 3,000) know her. And then, and the residents of Pancy Gap (pop. 3,000) know her. And then, clean and all the residents of Pancy Gap (pop. 3,000) know her. And then, clean and all the residents of Pancy Gap (pop. 3,000) know her. And then, clean and all the residents of Pancy Gap (pop. 3,000) know her. And then, clean and all the residents of Pancy Gap (pop. 3,000) know her. And then, clean and all the residents of Pancy Gap (pop. 3,000) know her. Sans trings, sans conditions.

So far so good. But, at this point (the end of act one) Morehouse begins groping. What Miss Quis does with the money, and how, isn't either convincing or entertaining. There's one excellent scene, in which he has all the town notables assemmed the town, so would they please scram. Well directed, this scene could have been a fine burlesque item. But it isn't well directed, and it is neither still the play, handles the title role excellently, but her work, too, veers with the play, handles the title role excellently, but her work too, veers with the play, handles the title role excellently, but her work too, veers with the play, handles the title role excellently, but her work too, veers with the play in the part, the piece could go places—if there were places for a one-acter to go. One thing she distinctly does in the role, and that is to convince that there ought to be a lot more work in New York legit for her, and that managers are landwinger to stopowth. It is all you to fancy gambler role, which doesn't suit him. Jessie Royce Landis has a very short bit and does all she can with it. There are some nince character bits by Paul Porter, Eda Heinemann and Charles Dow Clark. The single set by

Bits From B'way Hits (UNDERSTUDY CLUB SHOW)

(UNDERSTUDY CLUB SHOW)
Variety bill for
Understudy Club irected to Understudy Club irected Vivian, Betty Lee, Richard Brandion.
Music and lyrica, Del Clevcland, Willem Van Loon, Charles Blake, At 48th St. April 10, '37. Top \$1.05.
Cast: Willem van Loon and Charles Blake m. c.'s; Evelyn Streich, Mervyr Blake, M. Streich, Mervyr Blake, M. Streich, Mervyr Williach, Barnelle, Don Moreno, Helen Golden, Henriette Kaye, Fatelle, Raynelle, Golden, Henriette Kaye, Fatelle, Raynelle, Golden, Henriette Kaye, Fatelle, Raynelle, Wallace, Betty Lee, Bernar Golger, Mary Dunckley, Howard Grode and Anita Fontaine.

MET OPERA IN CLEVE. HAS RECORD DEBUT

The Met Opera snagged talles take for any one night in i istory Monday (12), when troupe approximated \$29,000 in opening a week's stand in Cleveland.

stand in Cleveland.

Double bill, 'Coq d'Or' and '
leria Rusticana,' played to capacity
crowd of \$424 in the Public Auditorium. Scale of prices ranged from
\$1 to \$6, taps for all seats being
pegged notch lower than in other
towns currently being touched on
Met's annual spring tour, due to the
mammoth size of Cleveland's municinal aude.

Met is making its first Cleveland engagement in five years. In for a total of eight performances, wi ing up Sat. (17).

Although Auditorium is not likely to go clean through rest of engage-ment, it is assured that the week's gross will establish an all-time high for opera in the U.

J. J. Vincent Back In Concert Mgt. Field

be new independent concert manager in the field next season, J. J. Vincent, who sails this month to scout around Europe for some talent to import,

some tatent to import, incent's last show biz activity was as producer of the anti-Nazi legit play, 'Kultur,' which flopped couple of seasons back. Since that time he has been a customer's man in Wall.st.

in Wall st.

Around decade and half ago, incent figured pretty prominently in
concert and opera agenting. Loftiest
endeavor was when he brought over
the German Grand Opera Co., just
after close of the war,

after close of the war.

Troupe was first group of Teuton
artists brought to the U.S. after hostillities ceased. Coast-to-coast tour
surprised the trade in that it was a
howling success financially. Vincent
personally made a fortune out of it.

N. Y. Philharmonic Has Sponsored Date

New York Philharmonic will for first time play on a commercial radio program, May 7, over CBS, on a spot sponsored by a group of banks, upon which the Philly Symph has been playing all season.

been playing all season. Philly outfit departs from the period after Friday (16) broadcast, to swing out-fon a tour. Will return to assignment on May 23. Meantime sponsor will use different substituting symph aggregations, Cincinnati outfit on April 23, San Francisco orchestra on April 30, National (Wash., D. C.) Symph, May 14, and Rochester orch, May 21.

'Lucrezia' in Rome

Rome, April 2. ighi's last composi tion, 'Lucrezia.' which saw its world 100, Lucrezia, which saw its world premiere a month ago at the Scala Opera of Milan, was produced at the Royal Opera of Rome with great success. Composer's posthumous work was given along with two com-positions already known the Ro-man public, 'Maria Egizi and 'Gli Ucelli.'

Performance was in commemora-tion of Respighi, whose famous 'Pines of Rome' and 'Fountains of Rome' endeared him to the Romans.

Wasie and Dyries, Del Civeland, Willem van Loon and Kale Blake. At 18th St. April 10. '37. Top \$1.65. gt Mellet Fund. Cast: Willem van Loon and Charles Blake. At 18th St. April 10. '37. Top \$1.65. gt Mellet Fund. Cast: Willem van Loon and Charles Blake. At 18th St. April 10. '37. Top \$1.65. gt Mellet Fund. Cast: Willem van Loon and Charles Blake. At 18th St. April 10. '37. Top \$1.65. gt Mellet Fund. Cast: Willem van Loon and Charles Blake. At 18th St. April 10. '37. Top \$1.65. gt Mellet Fund. Cast Willem van Loon and Charles Fund. Cast Willem van Loon and Cast Willem van Loon of The Show scenes, now in N. Y. theatres, being content to offer only two of these. Having Wonderful Time and Behind Red Lights.' In the brief replica of Time,' Helen Golden shows great promise as a substitute for Hour,' and 'Call It a Day,' Rowl.

Met Opera Broadcasts Continue to Flourish **During Spring Tour**

Ascendancy of grand opera to status with listening audience where it satisfies even the sponsor is one of the major radio miracles performed during the past three months. Along with the success of the Metropolitan Saturday matince series, which wound up a 14-week series under RCA Victor's backing on March 27, the Met Opera Auditions series, also rated a click and the prevalence of operatior folk on many other commercial broadcasts as guest artists, have contributed to installation of opera as a fixture in the airway firmament.

Officials of RCA are described

installation of opera as a fixture in the airway firmament.

Officials of RCA are described being so satisfied that the Met Opermatine probably will have the same sponsors next winter. If not, the problem confronting tional Broadcasting Co. in obtaining new sponsorshi only a matter of securing a firm promising to employ the program for semi-institutional publicity—minus the overflowd of heavy commercial blather.

Widespread interest i the Saturday afternoon operas has prompted VBC to continue airing the Metropolitan even while on tour. The two Saturday operas in Boston last Saturday (10) and on April 3 broadcast and Carmen is scheduled for the network next Saturday (17) in Cleveland.

That finishes the regular Met

That finishes the regular Met Opera season but NBC, which holds the opera company exclusive contract, will carry the spring popular-priced season as a sustainer when it opens in New York, May 3.

when it opens in New York, May 3. National Broadcasting officials aver that listeners have clambred for continuance of the Saturday operas as long as possible this spring. They have written that they are desolate without the music. Only squawks have been from some music-lovers who uiged NBC to put the program on the red as well as the blue network.

Metropolitian Opera Guild is cred-

Metropolitan Opera Guild is credited with helping to create listening groups. This activity has included forming of social tea parties by femmes at which tuning-in on the Saturday opera is the major event.

In Honolulu, NBC has received word that a Breakfast Club has been formed to grab the operas, since the afternoon concerts hit there in the

PATRICIA BOWMAN PLANS NEW BALLET

Patricia Bowman, danseuse who returned from Europe Monday (12), plans to head a ballet company of 100 dancers for a tour of the U. S. next season. She turned down an offer to become a member of the Fokine Monte Carlo Ballet.

Besides the 100 dancers, it is planned to include a symphony orchestra with her troupe. Selven Feinschreiber, N. Y. attorney, is understood to have already arranged the financing for the project.

As her first date in N. Y., since going abroad, Miss Bowman goes into the Versailles, nitery, two weeks, starting May 15.

Hurok Skeds Series

Concert series of eight events will be given in Carnegie Hall, N. Y., next season, by Sol Hurok. Openin Cot. 28, with Feedor Chaliapi will continue with Efrem Zimbalist, Nov. 16; Kirsten Flagstad, Dec. 7; Vienna Choir Boys, Jan. 17; Artun Schnabel, Jan. 26; John Charles Thomas, Feb. 16; Uday Shan-Kar Thomas, Feb. 16; Uday Shan-Kar Shallet, March 19; Marian Anderson, April 13 (1938).

Prices will run from \$6.60 to \$17.60 per seat for the eight events.





I.MILLER costumes your foot

Three New Shows In to Bolster Loop List; 'Can't Take It' \$16,000

Chicago, April 13.

Chicago, April 13.

After 20 weeks and a run which still has everybody in the business taking. Leaning on Letty' left the Selwyn Saturday (10), headed for Milwaukee and other midwest points on a four-week carouse before folding for the summer.

Cast is being signatured to contracts for next season, however, and idea is to open on Labor Day for a long tour.

Three shows come in this week to the With You. which continues at capacity at the Harris. Last night (Monday) 'Idiot's Delight' entered the Erlanger as the finale of, the Theatre Guild-American Theatre Society season here, while 'Water Carrier' came into the Selwyn as a Yndish try with Maurien April 26, the Charles of t

day, aring on Letty, Selwyn (1.00).

\$2.75). Out after 20 bang-up weeks under the star boaner of Charlotte Greenwood. Expoped \$7,500 on the Hed, Hot and Blue, Grand (1.30).

\$3.20) (1st week). Opens tonight (Tuesday) and another production that will garner plenty of bucks, judging from the solid advance demand.

judging from the solid advance demand,

"The Water Carrier,' Selwyn (1,000; \$2.75 (1st week). Maurice
Schwartz in Yiddish play in for
short stay before furning house over
to 'Close Quarters' on April 26.
Opened last night (Monday).

"You Can't Take It With You,'
Harris (1,000; \$2.75) (10th week).
Capacity week after week with no
indication of let-down. Will be here
through the summer, judging by
present pace. Touched \$16,000 again
last week.

WFA

WPA Lonely Man,' lackstone. braham Lincoln fantasy in on April

'Mississippi Rainbow,' Princess.
Colored cast comedy doing well.

Current Road Shows

(Week of April 11)

Boy Meets Chestnut,
Philadelphia,
Boy Meets Hollywood,
Brother Rat, Plymouth, Bos-

'Brotner wan,
'Dead End,' Mosque, ichmond,
'Va., 12-13; Strand, Ithaca, N. Y.,
; Masonic Aude, 16-17.
B'Oyly Carle Repertory,
'all Boston.

ial, Boston.

*First Lady' (Jane Cowl),
Aude, St. Paul, 12-13; Parkway,
Madison, 14; Davidson, Milwaukee, 15-17.

'Folies,' Cass, 'Great Waitz,'

Folles, Cass,

'Great Waltz,'
Boston,
Tdlot's Delight' (Lunt
Fontanne), Erlanger, Chicago.
Teaning on Letty' (Post
Road'), Parkway, Madison, 12;
Metropolitan, Minneapolis, 1315; Aude, St. Paul, 16-17.
Red Hot and
Penny Wise,' New
Haven, 15-17.
Thefiected lory' (Tallulah
Bankhead), American, St. Louis.
Ruth Draper, Orpheum, Phoe12; Rialto, Tueson, 13; Plaza,
Paso, 14; Warner, Oklahoma City, 'Convention Hall,
Tulsa, 16; Wichita, 17.
San Carlo Opera, H. S. Aude,
Topeka, 12; Au Topeka, 13;
St. Joseph, Mo. Municipal
Aude, Kansas City, 15-17.

'Susan and God,
ddelphia.

Tobacca Road'

adelphia.
'Tobacco Road,'

Tovarich.

You Can't Take It With You,'

larris, Chicago.

'Watter Carrier'
Selwyn, Chicago.

'LADY,' SEATTLE, 9G'S: MPLS., \$11,000, SPLIT

Minneapolis, April 13.

Jane Cowl in Flirst Lady, Iplayed to near-capacity at the Metropolitan, grossing approximately \$11,000 for three nights and a matine. This was the season's second legit attraction here. First, 'Jane Eyre' drew turnaway business for three performances. Still another, 'Leaning on Letty,' comes in this week.

Jane Cowl i First Lady, a sellout for three night and one matines
performances, at the Metropolitan
last half. This is the finest legit
attraction at the house in 13 months
stimate for This Week.
Metropolitan (Ind) (1,500; 88 to
2,88). First Lady, with Jane Cowl,
four performances, \$9,000, great, sellout.

LUNT-FONTANNE \$25,700, ST. LOO

St. Louis, April 13.

Theatre Guild's 'Idiot's Delight,' with Alfred Lunt and Lynn Fontanne starred, closed one-week stand at the American theatre Saturday (10) with take of approximately \$25,700, one of the biggest bo, weeks in the history of the house for a dramatic show. With a top of \$3.33, the small theatre played to capacity at every performance after the opening night.

Tallulah Bankhead in 'Reflected Glory' with the house scaled to \$2.75 top, began a week's run in the theatre Monday (12).

Plays in Rehearsal

'Orchids Preferred' - Charle

Abramson.

'Sea Legs' ('When the Cat's Away')

Bannister and Byrne.

'Without Warning' ('Arsenal')—A.

Curtain Call' - Quigley and

cnachtel.
'Penny Wise'—Juliana Morgan.
'Close Quarters'—Shuberts.

Roy Jarmon Bankrupt

oy E. Jarmon, singer, connected with the lay Producers Syndicate, filed a petition in bankruptcy in U.S. District Court, N. Y., last Friday (9) listing his li ilities at \$12,865 and

no assets.

Among creditors named are the Musical Courier Co., \$1,038 for advertising; Chicago Musical College, \$350; Musical America, \$178 for advertising; Colin O'Moore, \$250, for vocal lessons and John Davis Meher, of Carnegie Hall, \$150.

SUSAN AND GOD

SUSAN AND GOD

(Continued from page 68)
hears her and believes her. He proposes that they forget the many year-old duarlets, that they bring their 14-year-old duapter back from school, and open their house again and live together like a normal sand like a normal s

'FOLLIES' 10G, COLUMBUS

Seli-out for Two Days-Three Out of 4 Shows Capacity in Town

Columbus, April 13.

iegfeld Follies' grabbed off approximately \$10,000 in three performances here Friday and Saturday, giving the Hartman theatre a chance to dust off the 'sold-out' sign

Previous sell-outs in the four most recent shows here were the Lunts and Katharine Hepburn.

'WALTZ' \$20,000, 'END' \$8.000. NEWARK

For the first time in two years Newark presented two legit attractions at once last week. Max Gordon's road edition of The Great Waltz, with Guy Robertson and Ruth Altman, brought the elephantine Mosque into the entertainment field: in competition to 'Dead End' twaltz' did a splendid \$20,000. 'Dead End' hung up a healthy \$8,000, doing nearly \$19,000 on its local engagering the control of two week. Current attraction at the Shubert is The Good Earth' (MG).

Estimates for Last Week 'Dead End', Shubert (1,970; 50-150). Held up splendidly in second week, doing \$0,000.

Estimates for Last Week 'Dead End', Shubert (1,970; 50-150). Held up splendidly in second week, doing \$0,000.

Estimates for Last Week 'Dead End', Shubert (1,970; 50-150). Held up splendidly in second week, doing \$0,000. an encouraging sign for this house, which has long been a problem.

Bov-Girl' \$6,100 Balto

Baltimore, April 13.
Playback of 'Boy Meets Girl' didn't do very much at Ford's last week, winding up with a halting \$6,100.
Bringing back this comedy after a good week earlier in the season was a still the season was a season was

evitable.
Legit calendar now calls for 'First
Lady' at Ford's week of May 3,
George Abbott's new show, 'Room
Service,' at the Maryland May 10 and
the 'Follies' at Ford's, May 17.

the Follies' at Ford's, May 17.
Estimate for Last Week
Boy Meets Irl, Ford's (1.988;
2.20)—Return engagement for this
comedy found itself about played out
and gathered only \$6,100, which is
not so bad, everything considered,

Philly Back on Road

Fillily Back on Koad

Philadelphia, April 13.

After a completely blank week, legit returned to Philip last night with the opening of a John Golden try-out, 'Susan and God,' at the For-rest, and return of 'Boy Meets Girl' at the Chestnut, Former is in for two weeks, latter for four at \$2 ton. April 80.

Apr

would mean the work, be in if she shows up, won't, be in May 10.

'Lost Horizon' (Col), after five weeks at the Chestnut, surprised by moving to the Erlanger, where its length of stay is indef. Same roadshow policy and scale are in force.

B'way Legit List Eases, Except Hits; 'Women' \$21,300, 'Excursion' Clicks

roadway's standouts stood up very well last week in the postgaster period, and ticket agency propel expressed satisfaction, but there were plenty of weak grosses and currently the going is loggy. Special reason is the New York state income tax deadline, Thursday (15).

Spring flops are dropping out raption of the road of last week which was again there being but one entrant this week and two carded for next week.

An exception to the rule appears to have been made by Excursion, at the Vanderbilt, which was accorded extravagant notices. Balance of last week's incoming card has little indicated change, although Miss of last week's incoming card has little indicated change, although Miss of last week's incoming card has little indicated change, although Miss of last week's incoming card has little indicated change, although Miss of last week's incoming card has little indicated change, although Miss of last week's incoming card has little indicated change, although Miss of last week's incoming card has little indicated change, although Miss of last week's incoming card has little indicated change, although Miss of last week's incoming card has little indicated change, although Miss of last week's although Miss of last week's incoming card has little week's in

closes.

The Women' again topped the straight shows and surprised with a gross of \$21,300; 'High Tor' was run-ner-up at \$19,000 with 'Candida' and 'Wingless Victory' - credited with nearly \$18,000, also 'King Richard III. while 'You Can't Take It With You and 'Yes, My Darling Daughter' held to standee attendance. The Show Is On,' the list's topper, and 'Frederika' are the only musicals remaining, what with the closing of 'White Horse inn' and 'Red, Hot and Blue' Sudden closings last Saturday in suden closings last Saturday in addition to 'Inn' and 'Bet' were 'Now You've Done It' and 'Red Harvest' Slated off this Saturday are 'Storm Over Patsy' and 'Madame Contil'. Our next week: 'Penny Wise,' Morosco, and 'Curtain Call,' Golden (Masque).

estimates for Last Week

Due next week: Penny Wise, Morosco, and Curtain Call, Golden (Masque).

Estimates for Last Week

Babes in Arms, Shubert (1st week) (M.1,828-38,58). Presented by Dwight Deere Wiman; Written by Richard Rodges and Lorenz Hart. (1st week) (M.1,828-38,58). Frestned by Dwight Deere Wiman; Written by Richard Rodges and Lorenz Hart. (1st week) (1s

Withdrawn Saturday, weeks, 'Red Harvest,' National. Withdrawn Saturday, after two weeks, was a weeks, we will be a weeks, which we will be a weeks, we will be a weeks, which we will be a weak with the weeks, which we will be a weeks, which we will be a weak with the weeks will be a weak with the weeks.

drawn' Saturday, after two weeks, less one performance.

Show Is On, Winter Garden (17th week) (R-1,071-\$4.40) Eased off, but again led the field, with takings better than \$30,000; capacity at end of week.

Storm Over Patsy, Guild (6th, week) (CD-914-\$3.30) Final week, slipped after subscripti were used up.

snow same management.

Tevarich, Plymouth (27th week)
(CD-1,038-\$3.30). Estimated at \$16,500 last week; somewhat under normal pace of comedy-hit, but still
among best things.

mal pace of comedy-hit, but still among best things.

Victoria Regina, Broadhurst (resumed eng.) (50th week) (D-1.10-33.0). Always in the money: last week's takings bettered \$16,500; standout holdover.

White Horse Inn, Center. Closed. Saturday, after playing 28 weeks; made money on operation, but did not: win back big production investment.

Yes, My Darling Daughter, Playhouse (10th week) (C-878-\$3.0). Standees in for most performances; alugh show is aimed into next. season; \$10,000. The week) (C-704-\$3.0). Standees in for most performances and gross only il ited to capacity of house; standees and performances and gross only il ited to capacity of house; standees in for most performances and gross only il ited to capacity of house; standees in for mill berformances and gross only il ited to capacity of house; standees in the performances and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gross only il ited to capacity of house; standees in Formance and gro

night; around \$5,500.

Revivals, Etc.

'Candida,' Empire; amounced for another two weeks, but now slated for four; early \$1,800 nast week with 'The Wingless Victory'; latter closed but due on road with revival. 'King Richard, II.' St. James; Shakespeare on high; rated over \$18,000.

'Marshine 'Ser.'

Marching Song,

operative.

'Naughty Naught,' American Music Hall; meller with tables, beer and so forth.

WPA

'Professor Mamiock,' Daly's; ast night (Tuesday). 'The Sun And I,' Adelphi. 'Power,' Ritz.

BABES' \$17,000 HUB EXIT WEEK

After two and a half weeks' tryout here Babes in Arms,' new Rodgers-Hart musical, left the Shubert
Saturday (10) in improved form for
a Broadway opening this week.
The patter at a holding to a pleasing patter at a holding to a pleasing patter at the Plymouth after nine
okay weeks.
D'Oyly Carte company opened for
four frames Monday (12) at the
Colonial, and Great Waltz' came into
the Opera House last night for a two
week return.

Estimates for Tarian

return. Estimates for Last Week

Estimates for Last Week

**Babes in Arms,' Shubert (\$3.30;
3rd week). Held to fair pace, about
\$17,000, in final week here, and
word-of-mouth on the new musical
indicates it has a better-than-fair
chance on Broadway.

"Brother Rat,' Plymouth (\$2.75; 9th
week). Widespread outdoor billing
and small-town weekly paper coverage is credited with big slice of business that keeps this show running
smoothly at a \$9,000 temp. John
Jameson, p.a., has plastered hamlets
and whistle-stops that have been
heglected many years.

'Boy' \$4,700, 5th L. A.

Shew E. O., Winter Garden (17th, week) (E.1,617:84,40). Eased of the again led the field, with takings better than \$30,000; capacity at end of week.

"Storn Over Patsy," Guild (6th, week) (C.D-914-\$3,30). Final week; slipped after subscript were used up.

"Sum Kissed," ittle (6th week) (C.532-\$3,30), rransement calls for show, slaying another week of the shough no definite closing date is set, construction of Tovarior show the sum of the shough no definite closing date is set, construction of Tovarior shout pusiness has not improved; \$2,500.

The Amazing r. Clitterhouse, 182,500. Hudson (1th week) (D-1,017-\$3,30). Last many the road latter; last week that is the sum of \$4,700.

The Eterna Read, Manhatian O. H. (15th week) Md-2,780-\$3,30). Last week with last week's takings around \$7,000.

The Maque of Kines, Micskit (10th week) (D-1,770-\$3,30). Moved here from the Shubert Monday; last

Latin American Demand for Latest Accessories Booms 2d Hand U.S. Mart

ilm theatre equipment and accessory firms all over the country, and particularly in N. Y., are experiencing the greatest shortage of second-hand materials in its history. Demands of the South and Central American market have cleaned dealers as well as sources, and has forced a 25% price increase on the apparatus, which includes chairs, projectors, fans, ticket machines, choppers, illuminating appliances, etc. Field is almost exclusively Yank property with exception of German competition in projectors because of long term credits unavailable here. U. iz ith S. A. theatres and chains is strictly cash on the li which is stranged through bank credits before shipping.

arranged through bank credits before shipping.

Rapid spread of Yank i in S. A: has made Latins speed, comfort and modern minded to such a degree that they are buying up any and everything, sight unseen, that be bought and shipped pronto immediate installation. A few are buying fresh goods. Majority are improving with Yank discards. Unscrupulous practices are not uncommon because of the arrangements, but on whole steady and growing demand has prompted several of bigger distributors to ship reps to S. A. for look-over and might possibly lead to establishment of branches.

N, Y. dealers have already milked

branches.

N. Y. dealers have already milked the adjacent territory having sent out trucks to pick up used and idle apparatus for shipment south. West and midwestern dealers have contacted N. Y. firms for materials with view pedding down belcw, but have been beaten to the punch. All of New England, Pennsy, New Jersey, and upper N. Y. have been combed by locals who are now seeking out more remote localities to supply the unusually strong demand which read to West Indies as well.

All dealers report occasional visits by reps of various theatre outfits with plenty of cash to spend. Not unusual for \$5,000 deposits on proposed purchases. Several have come north with as much as \$25,000 in hand and spent it all. Y. dealers have already milked

OPEN-AIR 'ROMEO' ON SKED IN VENICE

Rome, April 2.

Open-air performances in Venice this summer will include two plays of Goldon's, and a performance of Romeo and Juliette. Guido Salvini will direct the latter and plans to pick his cast from the group of young actors and actresse who have been recent Italian legit and film

h 's.

Cast for Goldoni's 'Bugiardo' is to
be picked from the list of tried legit
Ermete Zacconi, Memo Beçısı, and Nerio Bernardi have alrec'dy' been chosen. Renato Simoni
wi'l be the director. Goldoni's
'P uffe Chiozotte' ill be produced
w'n the same cast as played it last other out-door performance dur-

the summer may be put on at clua, where there is talk of stage a medieval Passion Play in the ban amphitheater in June.

may make Sezze sort of Itali n

I' Act in Vaude Show in S Africa

Capetown, March 15. Variety show for African Consoli Variety show for African Consolidated Thentres cener at Port Elizabe. Acts are Medvedeff B.B.C. a crohestra and dancers, erfect, vocalist, billed as The C. with the Golden Voice: Tex M. and Cowboy Spinning ropes and you his ird visit here. Ted Fiddles and Fools', Cambbell c. comedians; Ada and Eddie dancers; Laurie Joy and M. novelty dancers; Dai Jones, the tener.

dancers, Laurie 309 and dancers, Dai Jones, th tenor. Show will also play Dur Churn and Copetown. Reckless Russians (Ivan, Nacl Dimitri), billed as 'World's com Acrobatic Skaters,' from are at the Rosebank Agrit! Show here.

'DAY' AND 'SEX' FOR **EX-REINHARDT HOUSE**

Hei ilpert, irector of the Deutsches theatre, will reopen the Kammerspiele next door. Theatre, which once housed the Reinhardt productions, has been dark for ages. It will now be of special interest to Berlin theatre-goers as it is to produce exclusively drawing room comedies, with those by foreign authors in the majority. It is planned to star film names from time to time.

Opening production is Call It a Day by Dodie Smith, to be followed by Michael Egan's The Dominant Sex.

2 NEW LONDON PLAYS WELL RECEIVED

London, April 13.
'London After Dark' opened at the
Apollo Wednesday (7), 'It is a Walter
Hackett melodramatic thriller, with
plenty of comedy and was cordially
received by first-nighters. Marion
Lorne handles the lead.

night, was recently tried out at the Embassy. It is a satirical comedy with a strengthened cast and has a fair chance.

2 U. S. ACTS CLICK IN LONDON NITERIES

London, April 13, Milton Douglas opened at the May-fair Hotel last night (12) and scored

nicely. Charlie Wright opened at the Ritz same night and was splendidly re-

Both are in on four-week dates.

Another 'Mary'
Vienna, April 2.

Mary of Scotland seems to be an everlasting source of plots. Now Julius Vogel has dramatized Mary's life in a play called 'The Poor Maria of Scotland.'

Dr. Ernst Rohner produced the play at the Scala; well received.

Boyer at \$10

Berlin, April
Lucienne Boyer, French diseuse, is
to appear at the Comedy theatre in
Kurfurstendamm for five perform-

ances.

She is set for enthusiastic audiences here, everything having been sold out way in advance, in spite of a \$10 top.

10-DAY ALL-STAR BENEFIT IN **PARIS**

Paris, April 4.

Three of the most outstanding figures in the French theatre have collaborated to write a benefit revue, production of which will be limited to ten presentations and in which only stars will appear.

Written by Sacha Guitry, Albert. Willemetz and Rip, the revue will have Guitry and Jacqueline Delubac as top-liners, while others in the cast will include Cecile Sorel, Mistinguett, Raimu, Victor Boucher, Arletty, Marguerite Moreno, Michel Simon, Lisette Lanvin, Rosine Dereau and Pauline Carton.

Show will open for one day at the Theatra de Cham-

Pauline Carton.

Show will open for one day at the Theatre des Champs-Rivses and the other nine presentations will be given at the Theatre de la Madeleine. Charitable organizations which will receive money from the show include the Union des Arts and the Maison de Retraite des Comedians. No date for the first showing has yet been set.

Oscar Rosner Dies In Vienna After Tiff With English Maestro

Vienna, April 2.
Oscar Rosner, 58, manager of the
Ronacher theatre, died here on
March 30. He had suffered a stroke Ronacher theatre, dieu incre of March 30. He had suffered a stroke several weeks ago and never recuperated. Direct cause of the stroke was a heated argument he had with an English band leader when the latter played in the theatre here recently. There had been differences as regards distribution of the net proceeds, maestro getting no salary but participating in the b.o. return. Rosner was an outstanding figure in Europe's vaudeville life. Among others he was the discoverer of Breitbart, strong man, who died several years ago, and Lillian Harvey, who at first sang and danced in the Ronacher chorus. Max Hansen also owes much of his fame to Rosner.

Sixteen Name Authors, 9 Composers Collab on French Expo Spectacle

Paris, April 4.

Sixteen authors and nine of France's best known composers are collaborating on a work that is expected to be one of the outstanding theatrical productions during the exposition.

To be called 'Li , the finished product will be made up of 18 scenes, each of which will be devoted to different phases of French life or based on incidents, political and otherwise, which have helped to mold the history of France.

Jacques Chabannes, secretary of the Committee of Fetes of the 1937 Exposition, will do the directing, while Leon Ruth will be in charge of production.

of production.

Authors who will do the writing are H. R. Lenormand, Charles Vildrac, Edmond Fleg, Marcel Ayme, Demasy, J. J. Bernard, J. R. Block, Charles Mere, Yvan Noe, Lucien Besnard, Tristan Bernard, Marcel Achar, Henri Clerc, Maurice Rostand, Romain Rolland and Pierre Scize.

Scize:
Composers who will collaborate will include: Darius Milhaud, Roland Manuel, Germanie Taileferre, Delannoy, Jacques Ibert, Marcel Landowsky, Sauveplane, Auric, Hoeree, Lazarus, Honegger and Jaubert.
Present plans call for the production opening on May 1 at the Theatre des Champs-Elysees.

Gahagan Arias Abroad

Hollywood, April 13.

Helen Gahagan will go abroad in six weeks to sing operatic numbers in Vienna and Budapest. She also probably will do a flicker abroad, with negotiations now being carried on.

Actress, recently finished a concert tour, will vacation here until she sails.

REVIVALS IN SYDNEY

REVIVALS IN SYDNEY
Sydney, March 27.
Too many revivals are killing legit
here. Following the big success of
the Monte Carlo Russian Ballet,
Williamson-Tait probed its storehouse and brought forth a revival of
'A Southern Maid.'
Next attraction will be a revival
of 'Merry Widow.'

Jewish Operetta in Vienna

Jewish Cultural Society produced the play, 'Die Verkischefte Kale' (The Bewitched Bride'), with Jenny Lovitch in the title role, Jewish theatre played this new operetta and is sold out for several weeks.

Plays Abroad

Kezdete 8-kor, vege 11-kor We Are All Your People

('From 8 to 11')

Budapest, March 31.

Comedy in three acts by Imre Ery-Halaz
and Laszlo Bihari at Muvesz theatre Budapest. Cast: Irone Agay, rs. Vago, Istva: Bekassy, Anna Zoldhelyi, George Nagy.

Cast: Irane Agay, ra. Vago, Istvan Bekansy, Ama Zoldabul, George Nagy.

Klari, just out of a boarding school, loses her heart to an unscrupulous crooner who plans to seduce her with a view to ultimate blackmail. Granny, in charge of the girl, knows that arguments are useless, but sends her to the theatre on the theory that a play with a similar story and an unhappy ending will teach Klari an object lesson. Klari, however, goes off to a hotel with her crooner, is disgusted with his behavior, gets caught by detectives in a raid, is hoisted to the police station together with street girls and gigolos, and it's only thanks to the wisdom and kindness of the inspector who questions her that she is released in time to meet unsuspecting Granny, who meets her at the theatre door at 11, as previously arms of the control of the co

Granny, who meets her at the uncarred door at 11, as previously arranged.

She has learned her lesson and is ready to fall around the neck of the respectable suitor thoughtfully provided for the occasion by Granny. The control of t

BAR DELLO SPORT

('Sport Bar')
Rome, April 1.
Comedy in three acts by Alberto Salvini.
Produced at Quirino theatre, Rome, by Gilberto Govi Co.

Comedy in three acts by Alberto Salvini. Produced at Quirino theatre. Rome, by Gilberto Govi Co.

This is a light, harmless and mildly amusing play about Giovannino Pareto, who runs a little cafe and who hates all kinds of sport.

He hates sport almost to the point of fanaticism, because it has made such a mess of his family life. His oldest son does nothing but train on the bicycle Pareto, Sr., had bought him to fetch and carry for the cafe, him to fetch and carry for the cafe, champion, and she lives in shocking sportive intimacy with a young man who is almost a fencing champion, and she lives in shocking sportive intimacy with a young man who is almost a fencing champion, and she manages to get herself fred from the store in which she has been working by using pugilistic methods in arguing with a fellow shopgiri. Pareto pere hears the size of it.

Play shows the gradual conversion of Pareto, Sr., from a sport-hater to a sport-enthusiast. He eventually sees that he cannot change the young people and gracefully accepts the fact that he'll have to change himself. Pareto, Jr.'s, making out very the last in mempressival play five the last in mempressival play five the last in the propersy and the remodels the cafe and renames it Sport Bar.

Love affairs of the three children are woven loosely around the central pattern of Pareto's conversion. The three affairs all end happily and properly in mattimony. Helm.

A Romantikus Asszony

(Romantic Lady)

Bidapest, March 31.

Musical comedy in three acts: book and bries. Armand Santo, Michael Saccessi; muric, Carlo de Pries; at Andrasoyu-Theatte, Budapest.

Crast: Hannah Honthy, 'lass,' Revene, beliy, Knimaa Geza Botoss, Tivadar Dilicsy.

This is the third venture of a successful firm of collaborators. It promises an equally long run. Romantic lady is Lillian, heiress to a diamond mine, divorced after three days of an unconsummated marriage with a stoday bungler. She refuses to meet the respectable engineer whom her father proposes as a second husband, seeks romance, finds it in the person of a mysterious adventurer who has apparently stolen her jewels, but turrs out to be her father's candidate, made palatable by pretending he is a crook. Setting is Monte Carlo, situations are funny, lines are good, laughs are frequent and farcical characters very amusing. Might go abroad or on the server.

amusing, Might go abroad or on the screen. Hannah. Honthy has the charm and allure of a real musical comedy. star; she can sing dance and dress. Manya Kiss, this season's discovery, is a temperamental little devil, very well spotted. Jacobi.

Jerusalem, March 24.
Revue by M. Rust, presented by Matatch (Broom). Theatrer stage management, 1; Rosenhelm; settings, A. Luttglass; songs and lyrics, N. Alterman; music, M. Lavet,

This is the first of a series of productions handled for Matatch by productions the series of the Koenigsberg State theatre. His restraining hand is conspicuous throughout.

Palestine government, which was indignant enough over several recent productions of Matatch to close them down, is spared this time, although there are some hefty dignade at the Palestine Broadcasting Service. Scene in the P. B. S. studios is a side-buster, however, and worth its same that is perhaps most true to life is called 'Oi, Toscanini.' Set in the offices of the Jewish Community Council, it satirizes the Toscanini statice to the concerts on the mentality of the music lovers, purses of the beaux and the magnetism of other artists.

Acting honors to Baruch London, and Rosa Lichtenstein, former Berlin stage celeb.

Not a bad show, but the appeal is

ILLATSZERTAR

(Perfumery)
Budapest, March 31.
Comedy in three acts by Mikios Laszlo,
at Pestl Theatre, Budapest,
Cast: Lily Mursti, Marie Sulyok, Julius
Kabos, Imre Radny, Sandor Pett.

Pleasant antertainment against the background of a highly respectable and the property of the

Frana Allo Scalo Nord ('Accident at the North Station')

Rome, April 1.
Play in three acts, by Ugo Betti: produced at Vallee theatie, Rome, by Palmer-Almirante-Scelzo Co. Features Kilt Palmer, Luigi Almirante, Filippo Scelzo.

Play attracts attention by several tricky features, including the appearance of three corpses who are called upon to testify as witnesses at a trial. But on the whole, it is pretty gloomy and unconvincing. There is an accident in a factory, and three people are killed the area witnesses at a trial. But on the whole, it is pretty gloomy and unconvincing. There is an accident in a factory, and three people are killed the area wounded, and still others have lost their minds due to the shock. There is an investigation. Workers are wounded, and still others have lost their minds due to the shock. There is an investigation. Workers accuse the overseer, and the overseer accuses the workers. Son of the director accuses this father, a big industrialist accuses the system. In the end the didea emerges that the system is to blame—the system of wanting to do Finelly, after everybody has testified against everybody less, and suspicion has been thoroughly thrown on all including the audience, the dead are called upon to testify. And they offer the contribution that no mortal is to blame for what has happened, because Life capital L) is like that. And the only punishment suitable for those responsible for the accident is to be Great deal of fragmentary, obscure conversation, and a dreary nihilist outlook on life make the performance a pretty grim evening. Could be put on in America just as well as here, as the subject matter is anything but local, in fact, all too cosmic. But would probably have a following only among those who cr. biz: rre effects.

RONACHER IN COURT

Vienna, April 2 ough the total season deficit of the Ronacher, Vienna's vaudeville house, was not more than \$2,000, the matter will come before the courts

of justice.

Musicians' union and artists' union claim that the management used its reserve funds for other purposes than stipulated in agreements with

L. I. Newspaper Strikes Conti

Both newspaper strikes i New York City at the Long Island (Ja-maica) Press and the North Shore Journal continued last with the following develop-

ments:
The Press management and the Guild agreed to submit their differences to arbitration on Saturday (10) with three local ministers serv-

(10) with three local ministers serving as the board. Board is serving a mediation committee and all points not settled satisfactorily will be submitted to arbitration by the same board. Decision of the board will be final and the strike may be

same will be final and the settled this week.

Strike activity continues limited only by the injunction which prevents strikers from picketing the Press Food and Home Show, at the Jamaica Armory. Drive for cancellation of ads circulation con-

Arthur De Persia, columnist on the Arthur De Persia, columnist on the Press and not on strike, received a summons ordering him to appear in court on Friday (16). He is alleged to have struck one of a group of picketers following him while he an assignment

Negotiations at Flushing proceeded last week with two of the four striking unions conferring with the management. As soon as all four unions have conferred they will get unions have conserved usey will get together to see if the terms they have reached are mutually satisfac-tory. That meeting is expected to take place this week: The four unions are acting together and have agreed not to settle independently. Hearing in the request for a per-recept injuration, expirely relatives

manent injunction against picketers manent injunction against picketers brought by the management of the Flushing Journal were held in the Special Term of the Supreme Court in Queens County, N. V. yesterday (13). No decision is expected for at least two weeks, as the management has more than 30 witnesses. Management has also brought a \$50,000 damage suit against the Newspaper Guild. wspaper Guild.

No AFPC Hollywood Branch

Association of Foreign Press Cor-respondents at meeting last week decided against proposal to permit a branch in Hollywood. Motion was proposed by Elizabeth Lonergan of Odham's Press, London; Robert E. Arden of Fremdenpresse, Vienna and L. T. Guimond of Today's Cinema, London.

Cinema, London.

Group would not permit establishment of any arm not controlled by N. Y. office, because of fear of resulting abuses to privileges accorded members. Also in mind was no desire to buck Foreign Press Society, already established in Hollywood. already established in Hollywood, and numbering 40 members, with Harold J. Salemson, president. AFPC has about 150 members throughout the country with three-fourths concentrated in N. Y. area.

Philly Photogs Shift Jobs

Philly Photogs Shift Jobs

Philadelphia city editors are privately feuding over photog situation. Evening desk men claimi a.m. contemps snipe for best lensmen in town by holding out better pay envelopes and shorter hours as bait. Photogs, themselves, prefer work on two morning sheets because Record already has strong Guild contract, and Inquirer soon will have one. Among changes within past couple months are Harry Saltzman, of News, and Larry Keighley of Ledger, to

months are Harry Saltzman, of News, and Larry Keighley, of Ledger, to Record, while Eddie Ellis has been shifted full time to society pix and Edwin H. Rosskam added part time for candid stuff. Inquirier has taken william Connors from Camden Courge Eddie Freeman from Bulletin, and Frank Johnston from News. Johnston heads Inq photo dept. now. Otto Prince, of Atlantic City, also added.

added.

Bulletin has bolstered by taking Russ Salmon from inside and streeting him, while Ledger did same with Don Pasquarella, and Camden Courier same with Marcus Stout. News has added Larry Springfield, formerly of Ledger, and Eddie Gray, apprentice. prentice.

. A. Editors Combat Guild

A. Editors Combat Guild The Los Angeles Herald Express, Hearst-owned paper, was singled out in the first move by the L. A. chapter of the Newspaper Guild for contracts with dailies. Editors tried to dangle contracts before editorial room workers with 5 and \$10 raises, but without success, Understood reporters feel that such contracts would make them available for strike-breaking duty in other cities. They are asking \$65 minimum for seasoned men, and boast of 90% membership on Herald-Express,

Guild Insurance

New contract signed by the Newspaper Guild with the N. Y. World-Telegram last week sets what is believed to be a labor what is believed to be a labor precedent in that it calls for indemnity pay by the newspaper to family of employees who di while on the payroll.

Starting with two weeks' pay for employees of six months' standing, it graduates up to 18 weeks' nay for employees.

standing, it graduates up to 18 weeks' pay for employees of 10 years or longer, same scale going for payoff to dismissed employees.

Settled Out of Court

Settled Out of Court
Suit for \$4.250 which Irene Kuhn
brought against the New York
Woman for breach of contract was
settled out of court last week.
Plaintiff had been managing editor
of the mag, and held a year's contract. She was discharged last
November after refusing to make an
adjustment in the terms of her contract and accept a precentage of her tract and accept a percentage of her salary in stock instead of the terms agreed upon.

The case was heard in the N. Y.

The case was heard in the N. Y. State Supreme Court by Judge Peter Schmuck and the jury had been picked. After the hearings began, during which no charge of incompetence was made against Miss Kuhn, the judge strongly recommended that the attorneys make an attempt to settle the case. Settlement which was agreed upon is substantially that asked by Miss Kuhn, less her earnings in the period of the unexpired contract which was to have run until July.

Mme. Marbo Honored in Paris
Mme. Camille Marbo, who was the
first woman to run for the position
in 100 years, was victorious in her
campaign in Paris for the presidency
in the elections just held by the Society des Gens de Lettres—Writers'
Society

Society.

For eight of the ten years that she has been in the society she has been one of its most active members and her election is considered only and her election is considered ships trecompense for the work she has done. Mme. Marbo, who is the author of 'La Station Voilee' and has done. Mme. Marbo, who is the author of 'La Station Voilee' and 'Celle qui Defiat l'Amour,' was nominated by another aspirant to the position, Maurice Renard, who was chosen as one of the vice-presidents. Others elected office are Octave Aubry, Pierre Chanlaine and J. Joseph Renaud, H. J. Magog will continue in his position as secretary general. retary general.

Odell's Ninth Volume

Odell's Ninth Volume
Volume nine of Prof. George C. D.
Odell's 'Annals of the New York
Stage' has just been issued by the
Columbia University Press (\$8.75
per volume). Prof. Odell, who
heads the Dramatic Literature department at Columbia, has, by now,
established his marathon book as the
most authoritative compendium on
the subject and each new volume
is looked forward to by collectors
of theatriana.

is looked forward to by consensed the theirian.

Volume nine takes the theatrical history through the years 1870-1875. At this rate, when completed, the book will come to at least 30 volumes (and big ones, too), but from the standpoint of historical research they should prove invaluable.

Hodgins Heads Fortune

Eric Hodgins was appointed pub-lisher of Fortune, with Russell W lisher of Fortune, with Russell W. Davenport succeeding to the manging editor's post hitherto held by Hodgins. This is the next step in accordance with the recently announced policy of Time, Inc., ive each publication separate publisher. Henry R. Luce was until recently president of all Time publications.

Hodgins was formerly itor of Youth's Companion and associate editor of Redbook. Davenport was on the Spokesman Review, Spokane, Wash, before joining the Fortune staff in 1930. Hodgins was formerly i itor of

Last fortnight's best seller in Buda pest bookshops was a pulp entitled Opal-Eyed Lady, by Daniel Pearson, translated from the English by Karoly Heuman. It's the romantic yarn of Mrs. Simpson and the Duke of Winder

Mrs. Simpson and the Windsor. Suspicion was aroused when readers found that handled with fullest detail was the then Prince of Walest Rudapest. Reporter of a stay in Budapest. Reporter of a weekly discovered that there is no Daniel Pearson and that the alleged translator Heuman is the author. Book is already translated into half a dozen languages, including English.

Fined \$200 for Strike Breaking
Employment by Hearst's Chicago
Herald-Examiner of John Carey,
who worked at the Wisconsi News, last year, while that paper was on last year, while that paper was on strike may develop into an important Newspaper Guild controversy in Chicago. Carey was admitted to the Guild on condition that he pay a \$200 fine; money going to the Milwaukee Guild, but case may be reopened by members of the Herald-Examiner unit.

Widely credited story is that old executive friends on the Hearst papers in Chicago, where Carey was formerly a sub-exec, wished to rehire him, but Guild members indicated they would protest, and Carey

hire him, but Guild members indi-cated they would protest, and Carey was advised he would not be rehired-without a Guild card. Carey is said to have been advised to find work on a paper where he was not so well known, get a Guild card and then come to work on the Herald-Exami Carey went to work on the copy desk of the Chicago Times, but the Guild learned of his presence and he was-fired before the rst and he was fired before the shift ended.

shift ended.

Carey then went direct to the Guild and the executive committee which held a thorough hearing of the case in which he is said to have admitted the charges against him and promised 'never again.' After tabling the application for some weeks the committee voted the penalty admission.

Case is presently causing a stir in Chicago with unit members of the

Case is presently causing a sur, in-Chicago with unit members of the Herald-Examiner talking of reopen-ing the case. New 90-day proba-tionary clause in the Chicago Guild by-laws allows for re-examination of eligibility grounds within such a period without the tri procedure guaranteed in expulsion and suspen-cion cases by the ANG constitution.

sion cases by the ANG constitution.
Chicago Guild executive committee members are said to have found it difficult to set a policy in view of lack of precedent or clearly defined

' Cast Fetes Watson

Morris Watson, storm center of the Newspaper Guild's fight against the Associated Press, was guest of honor Monday (12) night at an informal surprise party tossed by the cast of. Power,' the WPA'S Living Newspaper, of which he was the director. Celebration was in the nature of a farewell party, and to mark Supreme Court's okay of the Wagner law. Shindig was held at the Ritz theatre, N. Y., where 'Power' is playing. Morris Watson, storm center of the

ing.
Heywood Broun, Guild president, Heywood Broun, Guild president, was mc. and speakers included Watson, Mrs. Elinore M. Herrick, regional director of the National Labor Relations Board, Morris Ernst, Guild attorney, and members of the cast. Skits and songs referring to the Supreme Court decision were given. Watson's discharge by the AP allegedly for Guild activity precipitated the Guild battle, which was carried to the Supreme Court. Watson returned to the Associated Press yesterday (13) and was met by news photographers from every

by news photographers from every picture service in New York, Daily News carried an unusual four-page supplement yesterday on the co

Karl rug's Ex-Incog

Karl rug's Ex-Inceg

Karl Krug, film critic and columnist for the Pittsburgh Sun-Telegraph, Hearst daily, in Hollywood
for last three weeks doing interviews
and studio stories for his paper, flew
back over the week-end, intending
to keep his return under cover, so
he could continue his stories for
few additional days with a Coast
date-line. Krug, however, neglected
to tell his brother scribes about his
plan and one of them spied him on plan and one of them spied him on the street and cracked the Sun-Tele une street and cracked the Sun-Tele man's return following day. That brought an abrupt end to the Holly-wood dateli and Krug's writing the remainder of his film series in the past tense.

earst Yanks Pantages

On orders from William Randolph Hearst, the Lloyd Pantages film gos-sip column has been pulled out of all Hearst sheets for the third time. The Hearst sheets for the third time. The column was set to run April 9, but Hearst, who is on the Coast, gave the command to jerk it. It is understood that Erskine Johnson's column, hind the Makeup, which was recently sold to the N. Y. Mirror, will be syndicated to all Hearst papers to replace the Pantages chore.

Johnson's column was first tabbed Hollywood Diary, but a title fliction shifted that.

Best Sellers

Best Sellers for the week ending April 10, as reported by the
American News Co., Inc.
Fiction

Gone With the Win (\$3.00)	argaret Mitchell	
Paradise' (\$2.50)B	y Esther Forbes	
Drums Along the Mohaw (\$2.50)	W. D. Edmonds	
We Are Not Alone' (\$2.00)	By James Hilton	
Of Mice and Men' (\$2.00)	John Steinbeck	
The Sisters' (\$2.50)	y Myron Brinig	
Non-Fiction		
How to Win Friends' (\$2.00)	ale Carnegie	
American Destant Odminant (62 50)	the C lane	

American Doctor's Odyssey (\$3.50). By Dr. ictor G. iser Here's to Crime' (\$2.75) By Courtney Ryley Cooper 'Careers After Forty' (\$1.50). By Walter B. Pitki resent Indicative' (\$3.00). Noel Coward Midnight on the Desert' (\$3.00)

L. A. Times Eds Shift

L. A. Times Eus courted Ainsworth, state editor of the L. A. Times, has been shifted off the desk to dish up editorials. He'll continue to write his column, 'Along continue to write his column, 'Along El Camino Real.' Tom Parker suc ceeds Ainsworth with Jim Burba moving to the city desk. Frank Green becomes day news editor, while Bill Wayne is off the Sunday editor's spot to handle photos.

Trinidad Papers Sold

Merritt F. Riblett, former business manager of the News. Denver, has bought the controlling interest in the Trinidad (Color) Chronicle-News, and the idad News Pictorial.

Riblett was transferred from the

News (Scripps-Howard) to Dallas, last fall, where he was placed in charge of S-H national advertising for that region.

and M. Guild Symposium
Book and Magazine Guild will
hold second annual author's
symposium in New York on April
26. Ralph Thompson of the N.
Times will preside. Subject for discussion will be "Should the Writer
Be Above Battle". sium will

include Dorothea Speakers will include Dorot Brande, John O'Hara, Carl Carn Margaret Widdemer and Alb Carl Carmer, and Albert Rhys Williams

Saturday Review of Literature published a 24-page supplement to its weekly edition to mark the centenary of Little, Brown's publishing activities. Supplement included the control of the activities. Supplement included stories by Bernard De Voto, George Stevens, Christopher Morley, Will-iam McAndrew, Odell Shepard, and Roger L. Scalfe. Text covers the hi

firm's history

Editors Convening in Washington Editors Convening in Washington American Society of Newspaper Editors will hold its 15th annual con-vention at the National Press Club in Washington to-morrow (15). Ses-sion will last three days and a fea-ture will be an address by Webb Miller, UP correspondent back from abroad. Wile reach will be broad. Miller, UP abroad. I abroad. His speech will be broad-cast over the NBC Red Network on

Stallings' Next War Prowl

Stallings' Next War Prowl
Laurence Stallings and Mrs. Stallings were in Berlin last week, en
route to points south.
Stallings is collecting material for
is next book, which is to be about
the 10 most prominent people of the

LITERATI DEATHS THIS WEEK LITERATI DEATHS THIS WEEK Albert Bigelew Paine, 75, author and biographer, died in Florida on April 9, after an "illness of four weeks. He was a member of the Pulitzer Prize committee. His outstanding work was a three volume biography of Mark Twain, with whom he lived and travelled four biographs, whom he lived and travelled rour years. His survivors include his widow and three daughters, one of whom, Mrs. Louise Paine Benjamin, is associate editor of the Ladies

is associate editor of the Ladles Home Journal.

George C. Smith, Jr., 45, president of Street & Smith, died April 7, in the Fifth Avenue Hospital in New York, after a brief illness. He suc-ceeded his father as president of the leading null magazine publishing

ceeded his father as president of the leading pulp magazine publishing house in 1933. Street & Smith was. Sounded in 1857 by his grandfather. Matthew F. Boyd, 52, newspaper-man, died in Washington on Satur-day (10). Born in England, he worked on several London papers. before coming to this country. His first connections here were with Harper and Brothers and Boni-Live-right. He worked on several New York papers before going to the York papers before going to the Washington Herald in 1919. His work on the Teapot Dome scandal won him honorable Pulitzer prize mention in 1923. He went to Philly Newspaper Guild's contract at the N. Y. World-Telly signed last week (14) ups editorial galaries \$70,000.

CHATTER Kyne working on

Peter

ubrey Wisberg new book.

illian Peffer now

of Amerasia magazi

Hendrik Van Loon's next book will be a bio of Beethoven.

Danish rights to Webb Miller's 'I Found No Peace' have been sold.

Richard Barry off fiction-political job for New Deal in Washington.

Hamilton Basso working on a new novel tentatively titled 'Days Before

Bercovici has written a novel ut publicity titled 'For Immedi-Release.'

Harry Apeler ager irer.

Gollancz of London have bought the British rights to Jenny Ballou's 'Spanish Prelude.'

Herman H. Dinsmore of the N. Y.

Herman H. Dinsmore of the N. Y. Times leaves today (14) for a si-week's tour abroad.
Kathleen Norris.
Charles Norris, et Europe this month (18).
Raymond Clapper's political column for Scripps-Howard will be handled by United Features.
Ernst Toller left N. Y. for Hollywood last week (10) to work on story of Lola Montez for Metro.
Noel Sickles, political cartoonist for the Associated Press, is leavilate not so that post to ion the Daily News.

for the Associated Press, is leave that post to join the Daily News. James Branch Cabell will build a new home this spring near Rich-mond. Old one recently down by

fire,
Howard Barnes, film critic for
N. Y. Herald Trib, leaves for Coast tomorrow (Thursday) on a fortnight

.o.
John J. Floherty's book 'On
ir,' the story of radi ,
eek. Deals with all week. Deals with all radio.

Irving Stone has prepared a

volume edition of Van Gogh's letters to his brother Theo, due out this

month.

William Lobell's short stories have been published in book form under the title 'The Fire Door and Other

Lee Shippey, L. A. Times columnist, is collaborating with Jesse L. Lasky on latter's life story for the

Louis Bromfield back in Senlis, France, after a visit to Rome. He is working on a new novel titled The Rains Came.'

Rains Came.'

Newspaper Guild concluded a contract with the Indianapolis Times on April 11, to become effective within 60 days.

Harcourt, Brace throwing a party for Eugene Lyons and contributors, to 'We Cover the World,' Y tomorrow (15).

Arthur Davison Ficke back thi, month from winter in Trinidad and Barbados, B.W.I., at Hillsdale, N. called Hardhack. called Hardhack

called Hardhack,
Leigh White has resigned as p.a.
for Doubleday to go to Spain with
a hospital unit of the Friends of
Spanish Democracy.
Sheamus O'Sheel, poet, joins William Seabrook, Harold Montayne,
Jerry Briggs and John Wilstach,

Jerry Briggs and John Wilstach. Rhinebeck, and the local gazette italking about a Writers' Colony. Alex Woollocht allus stops off Beekman Arms for tea and buns. Thomas Mann's coffespondence with the Dean of, the University of Bonn was published in pamphlet form this week and titled 'An Exchange of Letters'. Letters clarify Dr. Mann's stand following withdeaung. this week and titled An Exchange of Letters. Letters clarify Dr. Mann's stand following withdrawal of the honorary degree bestowed on him by the university.

E. May Buchanan, London magazine writer, is leaving Hollywood shortly to cover the Coronation for Fawcett publications.

shortly to cover the Cotonagen Ar-Fawcett publications.

Cartoons and sketches by James
Montgomery Flage, Otto Soglow,
Milt Gross, Cleon Throckmorton,
Russ Westover, Bob Dunn, William
Gropper, Art Young, Bill Steinke
(Continued on page 79)

Broadway

Bill itelson back from Hollywood Someone stole Monroe Greenthal's

off cigars for

Foer bar at bowli meet will Michael Todd to Boston with his 'At Home Abroad' tab unit.

ick Clark, of Brother Rat, has ned with Louis Shurr for pix.

Elutch Stone claims water in mid-in Turkish bath was 31 degrees. Capital Stage Lighting outfit now new quarters in West 45th street. Mrs. Robert M. Weitman is on the cand after six weeks of ear trouble.

Edith (Mrs. Warner) Oland in Yow York to paint, see some plays.

etc.
Tom Wallers are moving to Long
Ecoch as a year-round proposition May 1. The Peter Dixons due back this workend after three months in

Florida.

George Morley's son, junior, ba-tons Islanders band slated for Law-

w. seend atter three months in Florida.
George Morley's son, junior, batons Islanders band slated for Lawrence Inn.
The state of the state of the state of the street.
Ceorge D. Lottman, publicist, to Ho'lywood to set up branch office. American Federation of Actors hilds its annual benefit at Met Opera Huse April 25.
We street.
American Federation of Metors hilds its annual benefit at Met Opera Huse Ceorge D. Washington by George the week-end to o.o., those therry blossoms.
Alice (Berle) Boyle back on the job in Louis Notarius' office after at week's illness.
W. S. Van Dyke vacashioning at a Merghand hideaway not far from Pauline Frederick to be honored at tea tendered Friday (16) by Catholic Actors Guild.
Leland Hayward office now handling Katherine Locke (Having a Wonderful Time.)
Low's vande the Loew annex brilding on 46th street.
Harry Snowden out of bar and grill after dispute with partners brilding on 46th street.
Lyis Bergen and Patsy.
Press photographers association 14 sighth annual dance and show Commodore last Friday.
The proposed of the proposed of Merge and Burgess Meredith are also and Burgess Meredith and Lawrence and Mergen Meredith burly array and Burgess Meredith are also meredital and control for the femme roles in Ward showe's play, Miss Quis.

All Altman, Metro's talent chief in Le ast, swamped with a series of mortant screen tests the past week. Duke and Gertrude Wellington are rebound for the Coast, with stopped and state of the past week. Duke and Gertrude Wellington are rebound for the Coast, with stopped and state of Bill Lawrence, Par real wite of Bill Lawrence, Par real cette executive, after a long illness. Universal Club tossed its initial social affair, since new officers were named, with a dance, last Friday.

John Anderson, N. Y. Journal legit critic, is doing biography of George Lederer, former producer of musi-

cals.

Donald Dickson, 25-year-old baritone, signed by Met Opera for its spring season. Dickson broke in via

io, Frank Fishman will join his ther Ed in Hollywood next week work out of Rockwell-O'Keefe

to work out of Rockwell-O'Keefe office.

Harry Evans, eastern talent exec for Universal, back at his office this week after an extended vacash in Florida.

Bernard Gorcey's kid son in 'Dead End' will play same part in picture version, a younger brother going into show.

T. Newman Lawler, associated with 'O'Brien, Driscoll and Raftery, theatrical attorneys, bedded all week with a Cold.

uso printing, can be done there. Carl Fisher, general manager for beorge Abbott, has t/iken a house it Westport, where he'll week-end his summer. Mrs. Fisher is Mary Isason, featured in Abbott's Brother is Karl. Recently leaving Paramount for and America at Strom England and America and Americ

which he has been eastern-shorts producing head. Fred Waller is planning to enter the feature field, producing at one of the eastern studios.

producing at one studios studios studios studios studios sent will get the role mentilling for Billy House in Charles H. Abramson's production of Richard Herendeen's 'Orchids Preferred.' House is skedded for new musical for Harry Bannister.

London

Eric Fredman with Herbert Wil-

Beryl Markham is trying to raise \$75,000 to produce an American play

in London.

First play by J. M. Barrie to be broadcast will be 'Dear Brutus,' produced by Val Gielgud, May 10.

oucea by val cliested, May 10.

Sir Landon Ronald, composerconductor, recuperating after the
second abdominal operation within a
year.

London Casino celebrated its first
anniversary April 2, with a new musical conductor, Debroy Somers, replacing Jack Harris.

Leak Fear and the Harpinghila.

sical conductor. Debroy Somers, replacing Jack Harris.

Jack Eggar and the Honorable Anthony Vivian dickering with the Theatre Guild for English rights of The Masque of Kings.

Censor has turned down the filmization of Zambie', which was to be done by Joe Rock in conjunction with George Sherwood back from New York with his wife, Pauline Starke, whom he intends to star in the West-End in 'In Praise of Love'.

Archie Parnell has sold his Hendon house and moves into one of the de luxe apartments in St. John's Wood, which is much nearer to his official to the start of the st

don house and moves into one of the de luxe apartments in St. John's Wood, which is much nearer to his office.

Jimmie Rogers, son of the late American silver plate king, is responsible for the score of 'On We Charles and the second of the late and the second of the late and the second of the score of 'On We Child Raymond and Gillian Lind secretly married. Groom, formerly husband of Iris Hoey, now rehearsing with Ruth Chatterton in revival of 'The Constant Wife.'

Apartment house agents report there is far from keen demand for high-priced apartments for the Coronation. But the cheaper of the constant wife.

Apartment house agents report there is far from keen demand for high-priced apartments for the Coronation. But the cheaper of the second partments of the Coronation. But the cheaper will be second in the cheaper of the second partments of the second partments of the second partment of the second partmen

Sydney By Eric Gorrick

By Eric Gorrick

Phil Reisman back to N. Y.

Hoyts opening a new theatre at
Albury, N. S. Wales.

Snider-Dean will play "Winterset'
(RKO) in Sydney soon.

Biz is way off for Ernest Rolls'
cabaret show at St. Kilda.

Lloyds (Fox) premieres all the company of the

Cinesound will produce The Broken Melody' under Ken Hall next.
Par's 'Plainsman' comes into the Prince Edward, Sydney, in place of 'Valiant'.
Wirth's ircus Sydney canvas near the city lines of the Canvas new the city lines been appointed chairman of Union Theatre'. Investments replacing S. Y. Russell.
Herbie Hayward, publicity chief for Greater Union, ordered on vacation following a breakdown.
Ben Fuller, Jr., leaves this month opick up the Marcus unit at Suvaprior to the New Zealand tour.
Metro bringing Born to Dance into Sydney. Songs have been airplusged for weeks for building.
With cooler weather setting in, diene halfer of the Sew Sydney will be first to swing in, inder direction Jack Musgrove.
Monte Carlo Russian Ballet got ways to a nice start in New Zealand. Gilbert-Sullivan troupe is doing well on repeat, and Connors-Paul revue is making out nicely.
Frank, Nell is doing remarkably

Rerlin

Premiere of Shaw's 'Pygmalion' here next month.
Folkwang Dance Studio from Essen touring Italy Market Studio from Essen Studio Grant Studio Grant Italy Market Studio Italy Italy

Baden
Fred Hildenbrandt as scripter for
Ufa's new flicker 'Unternehmen
Michael.'
Lady Hamilton' by Edward Kuennecke to the next operetta at theNollendorf.
Hungarian Symph under Dohnanyi
to tour Germany for the first time
in nine years.
Ludwig Hess, chamber singer who
spent years in America, celebrating
his 60th birthday.
Vicky Werkimeister Hancocked for
the Westro-Film pic 'Heiratsinstitut'
('Marriage Institute'.)
Benno von Arent doing the sets
for Tieftand', forthoming production of the Station of the Hiller of the
famous bacteriologist, Robert Koch.
Oscar Wilde's Bunbury,' next production of the Kleines Haus des
Statisthears, has gone into rehearsal.
Tonlicht-Film Ostermayt has grab-

duction of the Kleines Haus des Staatstheaters, has gone into rehearsal.

Tonlicht-Film Ostermayr has grabbed pic rights to 'Die schoene Galathee,' classical operated by Franz von Suppe.

Heinrich Strohm has been asked to Green with the control of the control o

Chicago

Town

with

Town scouts.
Willie Horowitz has fenced off the Robbins office.
Frances Abrahams back to work after six weeks vacation.
Betty Campbell new p.a. for the Congress hotel and nitery.
Chalmers Cullins and Via Work.
Lester Stepner ahead of 'Lost Horizon' dates around the midwest.
Art Clamage made Milt Schuster a present of a fitted traveling bag.
Glenn Sample due back from his China vacation in a couple of weeks.
'Chuck'. Gregory on his way to vacation with relatives in San Antonio.

vacation with relatives in San Antonional Herb Elisburg rounding up the local pix critics for a sponsored trip to Sweden.

Paul Whiteman welcome by press and music men, was biggest hooplatown has seen in years.

Balaban & Katz boys tossing a couple of farewell parties for the Lou Lipstones who are heading for a European jaunt.

Julian Stripe Morris B Sachs-WENR amateur hour inner; going on regular vaude tour with the Olsen & Johnson unit.

Pittsburgh

By Hal Cohen

By Hai Cohen

Rodeo pays its annual visit to Duquesne Garden April 21 for 10 days. Sid Jacobs has booked passage for Europe and will vacation there next month.

Sam DeFazios moving to Squirrel, Hill district after 20 years in Mt. Leonon.

O'Dea's mother at Mayo clinic in Rochester, Minn., for observation.

'Jack and Jill' now in 13th week at Kilbuck theatre and slated for as many more.

Percy Burton, who managed Leslie Howard's tour, in town again ahead of 'Close Quarters'.

Score or more Pittsburgh showmen going to Philly Monday nite

(19) for Edgar Moss testimoni

ner.
Martha Arnold named assistant business manager for Pittsburgh playhouse next season.

Mike Cullen, Penn manager, han-dling road-show engagement of 'Good Earth' for Loew's.

Post-Gazette sending its star car conist, Cy Hungerford, to Londor or coronation. He sails April 28.

Paris

Curtis Melnitz in Lyon. Ballet Master Michel Fokine in.
Vina Bovay in from New York.
illian Ellis at the Cannes Casino.

Ballet Master Michel Fokine in.
Vina Bovay in from New York.
iilian Ellis at the Cannes Casino.
Jose Noguero in from New York.
Lister Lavin back from winter
sporting.
Is a support of the Empire,
Brussels.
Mady and Cord on the present
A.B.C. bill.
Rachmaninoff recitali
Salle Pleyel.
Peggy Taylor
Heelias Kremer featured on the
new Empire opening bill.
Scenes of Mirage's tarring Jeanne
Aubert shot at the Folies-Bergere.
Willy Lewis and band out of Chez
Florence and over to Chez Ray Ventura.
Mary
Grabbed by Julien
Duvivier as the femme lead of 'Le
Carnet du Bal.
Monique Joyce heading the revue
O'Dett is preparing for his cabaret.
Willy Lewis and band out of Chez
Florence and over to Chez Ray Ventura.
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Carnet du Bal.
Monique Joyce heading the revue
O'Dett is preparing for his cabaret.
Willy Lewis and band out of Chez
Florence and over to Chez Ray Ventura.
Three of the Police, now at the
Suzy Privance
Suzy Privance
Suzy Privance
Suzy Bray Band brought
over the Chez Florence job.
Jean Worms taking the part left
vacant in Danseuse Rouge' ('Red
Dae Joyle Head of the Chez
David Hugen Control of the Chez
Hugen Louis Barrett headapted
and will present Cervantes'
Nye Devereaux swing band brought
over the Chez Florence job.
Jean Worms taking the part left
vacant in Danseuse Rouge' ('Red
Dae Joyle Head Colin during the
part of the Theatre day of the control of the Chez
Caby Sims engaged by Maurice
Roget for the new Noctambules revice. Kurt Siodmak, brother of director Robert off for America in
search of book material.

Philadelphia By Arthur B. Waters

Tommy Labrum sporting a new

Max Miller, formerly at the Broad, leading the local fiends in the candid camera craze.

leading the local fiends in the candid camera craze.

Ted Goldsmith ('Susan and God') and. Barclay McCarty ('Boy Meets' and God') and. Barclay McCarty ('Boy Meets' and God') and barclay McCarty ('Boy Meets' and God') and the leading the leading to the leading before the Women's International League concerning next year's chief of the leading before the Women's International League concerning next year's chief of the leading before the Women's International League concerning next year's chief of the League Concerning Leading Leading

New Haven M. Bone

Sally Winston back from Bermuda. Henry Busse batons in Par pit currently. Walter Prichard Eaton back from Billy Phelps busy hosting D'Oyly

Hollywood

Phil Regan motoring east,
Margaret Sullavan planed in,
William Powell having eye trouble,
Paul Asher has opened a 10%'ery,
Wisdam tooth landed Jean Harlow
in the hosp
Claude Rai
Mary Garden back from
with her ma.
Pat O'Brien's daughter in the hosp
for throat op.
Many Seff and May Mary

with her ma.
Pat O'Brien's daughter in the hosp
for throat op.
Manny Seff and Max Marci
a play to Al Woods.
Cecille Lvovsky (Mrs. Peter Lorre)
embarked from N. Y.
Janet Gaynor and Margaret Lindsay-motored in from N. Y.
Margaret Dare here from Aussie
to look over the prospects.
Merv LeRoy keeping an eye on
Fernand Gravet's fan mail.
Picks, a spil's softhacheam
Ficks, a spil's softhacheam
Ficks, a spil's softhacheam
Ficks, a spil's softhacheam
Ficks, a spil's softhacheam
Vic Schertzinger feted by Grand
National gang on his birthday.
Edward Colebrook landed a pic
Job day after he landed from N. Y.
Attack of ptomaine poisoning
bedded Charles R. Rogers last weck.
Phil Goldstone paid \$300,000 for
Alexandri hotel downtown, lon
dark.
Jerry Jackson. Warners, foreign

ark, Jerry Jackson, Warners foreign ep, and the missus ogling the

rep, and the missus studio.

Jimmy McHugh wrote a special themer for Universal's new trade mark.
Sonja Henie celebed her 25th birth-day at Paradise Valley, Wash., on

location.

Hugh Herbert is recovering from an abdominal operation at Cedars of

Hugh Herbert is recovering an abdominal operation at Cedars of Lebanon.

Edward Arnold resting up before starting Easy Living for B. Schulberg.

H. S. Kraft back from N. Y. where he worked on a story with Fritz Lang.

Clark Gable packing up his shootin irons for a week of hunting in Arizona.

Fritz Lang.
Clark Gable packing up his shootin irons for a week of hunting in Arizona.
Jim. Tully is adding up his alfalfa crowd of the control of the contr

him.

Leonard Spigelgass, story editor at Major Pictures, has been upped to production assistant by Emanuel Cohen.

production assistant by Emanuel Cohen.
Following preview of I Met Him In Paris' Wesley Ruggles, who directed it, leaves on a European vacation.
George S. Kaulman arrived from Chicago and immediately started collabing with Moss Hart on a new play for Broadway.
The Froadway.
To assume charge of the Coast division of Universal newsreel. Succeeds Mervin Freeman.
When Spencer Tracy leaves the Good Samaritan, where he is recuerating from a thyroid operation, he'll take a Honolulu vacash.
Charles Bickford was knocked unconscious during a scene for Faramount's High, Wide and Handsome, bur resumed work ithin a short Libby Holman left for the East to

time.

Libby Holman left for the East to sail for London, May 1, where she will be guest artist at Grosvenor House ball during Coronation ceremoniae.

House ball during Coronation ceremonies.

J. Howard Miller, western regional director of the Federal Theatre Project, back from Washington confabs on policy. George Gerwing.

George Sherman, assistant director on George A. Hirlimans' Locking for Trouble, was placed in charge of the picture when Ewing Scott, director, was injured in an auto accident.

Palm Springs

Simone Simon resting for a spell. Eddie Goulding back suntanning. Heavy Beaumont here with his Arthur Johnston, restin tune jobs at Paramount. Ted Flo-Rito and the missus taking a whack at badminton. Eddie Cantor taking a waiting his turn in the chair.
Harold Lloyd teaching Amos 'n' Andy (Charles Correll and Freeman Gosden) some bowling tricks.

Film, Radio, Music

would be inevitable without revision of the 1909 act.

Paine Speaks

would be inevitable without revision of the 1969 act.

Paine Speaks

Essentially the same feelings were voiced by John G. Pai , chairman, of the Music Publishers' Protective Association directorate, and Kilroe. The music industry spokesman was in favor of bi-lateral treaties, which he said work satisfactorily, while warmed against premature joining of the world pact. Declaring virtually all American authors are now against the world treaty, Paine declared 'it would be extremely dangerous for America to rely on the protection of the copyright union,' since the agreement would become the law of the land and wipe out fundamental American principles. He noted that Japan has disallowed copyright on transcriptions because of failure to comply with Japanese registration requirements, and emphasized difficulty of preventing such happenings.

Entrance into a multilateral pact is not the traditional American way of solving international problems, Paine remarked, expressing desire to retain some weapon by which we could, retaliate if necessary. While some existing treaties need revision, they are better protection than a general pact, he said, particularly since the U. S. could not break off relations with individual signatories ithout withdrawing from the entire

Many issues now alive make it un-desirable for the U. S. to join the pact without revising the present law and making numerous reservalaw and making numerous reserva-tions, according to Kilroe. In the film industry's view it would be dis-advantageous to subscribe to the conwith numerous technica points now under discussion in various nations, he said, listing the quesof automatic copyright, morals, oral copyright, renditions

etc.

Foreign countries take views which are not in accord with American slants, Kilroe said, pointing out that in Europe there is a tendency to give the author film rights which would infringe on contractual relations. He particularly hit the European idea that the principal scenario writers should be considered authors of films.

writers should be considered authors of films.

State Department's case was presented at the wind-up session Tuesday (13) morning, when diplomats stressed the importance of demonstrating our good will by some concrete move.

Star witnesses at Tuesday's session were Wallace McClure, Assistant Chief of the State Department's treaty division, who upheld U. S. Antry into the copyright union, and J. Fulton Brylawski, copyright expert for the Hays organization, who warned that this country would come off second best in an agreement with foreign nations.

Brylawski made the point that if a later treaty should be found inconsistent with an eat of Congress, the treaty would prevail.

Every part of our present copyright law which is inconsistent would have to be repealed, he declared. The Duffy bill is admirably drawn, but if it is passed it becomes the supreme law on copyright, and the convention would have to be amended. Quizzed on this point by Senator White of Mai , Senator Duffy admired the treaty mould precede ratification of the treaty.

McClure, however, came out strongly in favor of U. S. ratification of the international agreement before passage of the Duffy legislation. A very strong argument for accounts and the strong argument for accounts and the content of the desired.

of the international agreement before passage of the Duffy legislation. A very strong argument for acceptance exists at this time, the State Department treaty chief insisted, and the United States should be a party

ceptance exists at this time, the State Department treaty chief insisted, and the United States should be a party to the convention before the convention meets.

State Dept. Hint

In an attempt: to overcome the opposition of the motion picture inclusive, McClure declared that the tate Department would be greatly ided in its efforts to protect American film rights abroad, if treaties existed with other countries. Asked whether separate treaties could not be drawn up with individual countries, McClure declared that the procedure would entail a great deal of time and that the results would probably be less satisfactory in 40 or 50 negotiations than in one unified international law. Artists, writers and film executives have misinterpreted the language of the treaty, the

State Department expert insisted, and have substituted oral copyright for the passage which refers to productions i the literary, scientific and artistic domain. Brylawski, however, declared that the convention provided specifically for oral and coryographic copyright and for the copyright of renditions.

copyright of renditions.

Other itnesses appearing at the final session included Thorvald Solberg, former U. S. Registrar of Copyright and an internationally known authority on the subject. Declaring that every institute of higher learning in the U. S. approved of the move to join the international convention, Solberg said that the convention clearly defines reciprocal protection and that this country would benefit greatly from the alliance. America, he was careful to point out, may retire from the union on a year's notice.

Marvin Pierce, chairman of the

on a year's notice.

Marvin Pierce, chairman of the copyright committee of National Publishers Association, spoke against adherence to the convention, saying that our legislative house should be put in order before the U.S. considers such a move. Speaking from the publisher's point of view. Pierce predicted that entrance into a foreign treaty would lead to years of litigation before we could know where we stood.

In adjourning the session. Senator

where we stood.
In adjourning the session, Senator Duffy announced that he would ask Senator McAdoo of California, chairman of the Senate Patents Committee, for early hearings the measure.

House Reviews

EARLE, WASH.

house mistress of ceremonies, as 'special quartette brought from Metropolitan Opera' and indication that Howards are new to large part fat ducience are the ducible groups that audience are the ducible groups that the second of the second that the second of the second that the second of the secon

interest.

In foorth spot is Three Wyles, smooth tap boys who give added wallop to already oke Defining with the state of the state of

TABOR, DENVER

Denver, April 10.
The Tabor is started on a big week, and with Three Smart Girls' (U) on the screen and a fast stage show, there's no reason why it won't mish the week with a big gross.

mish the week with a big gross. Howard illotson and his five other musicians put forth a heroic effort in the overture, trying their best to make the six instruments take the place of more, and do a good job.

time they are handling only three Indian clubs, but interchange with such rapidity that it looks difficult and gets across. Femme of the act can take two Indian clubs and swing them fast, never letting loose of them, just exercising, that's good. For a finish both use six colored for a finish both use six colored north, clubs, tossing them back and orth, clubs, tossing them back and Irlashy.

Rose.

Coast Notes

(Continued from page 46)

Sing. Hollywood moppet seored in a heckling bit on two broadcasts.

Thomas Freebairn Smith back at KNX (Hollywood) handling news period. He was on tour with Neison Eddy.

Jerry Cooper getting a nod for that emcee spot on ollywood Hotel when Fred MacMurray checks off for the summer.

Wendell Hatch new production ead of Associ ranscriptions in

Donald Thornburgh taking a flock of Columbia artists to Sacramento for Governor Merriam's banquet to the state's legislators.

Matt rooks took Eddie Cantor writing corps.

Shirley Ward in from the east to start scripting the new Chase & Sanborn airshow at its Hollywood origination.

E. M. Doernbecher, president and general manager of KVI, Tacoma, seriously ill in the Maynard Hos-pital, Seattle.

Charlie Chatterton, general man-ager of KGW-KEX, Portland, Ore, visiting in Seattle last week.

New addition to the sales staff of KOMO-KJR, Seattle, is C. L. Harris, formerly with KRKO, Everett.

Crockett Family from KNX, Hollywood, headlining at the Beacon, gave three broadcasts over CJOR, Vancouver.

Victor Ricci, CJOR, Vancouver accordionist, is now in vaude in the east.

Reg. Dagg, CKWX commercial manager, has returned to Vancouver from a business trip to points south as far as Los Angeles.

George Henderson has joi the technical staff of CFJC, Kamloops.

Dick Wynne, mikeman at KYA, San Francisco, now doubling as pro-ducer and announcer.

Mrs. M. C. Sless, San Francisco socialite and club leader, returns to KYA shortly for a new series of poetry readi ith musical back-ground.

Dude Martin and his hill billies, formerly on KLX, Oakland, have taken over the Star Outfitting Co. program over KSFO, San Francisco, six mornings daily at 7 a.m. place recorded talent.

Tom Jones is now mi KYA, San Francisco.

Pitt's Summer Burley

ritts burmer burtey
ittsburgh, April 13.
George Jaffe is going ahead with
plans to install a cooling plant in
Casino-here and continue with stock
burleyeue throughout the summer.
I'll be the first time Pittsburgh has
ever had strippers for war
farc. Jaffe likewise, looking
through East for another house, with an idea of turning it over to his son. Ben Jaffe, now associated with him in management of Casino.

Independent Burlesque

Week of April 18

Week of April 18

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Week of April 18

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Despite Gotham, N. Y., Conviction On Stripping, Peelers Only a Bit Under Wraps, Burly Biz Still OK

Burlesque Reviews

GAYETY, MPLS.

GAYETY, MPLS.

(STOCK).

Minneapolis, April 8.

In calling his reopening Gayety stock burlesque show. Stars and Strips. Hardon his mean apparent of the control of the cont

along the line, except for the tease stripping.

Six colorful picture numbers are built around the featured women's dances. Most pretentious, a Chinese Temple fantasy and a Peacock Alley display, are on a par in costuming, rangement with what one finds in many revues. Incidentally, unlike in the roadshows, the four featured dancers aren't used in any of the comedy seenes and two do only one number and the other two appear only in two.

comedy scenes and two do only one number and the other two appear only in two.

Jeane Williams is far and away the best of the stringers. A weal condition of the stringers and a way the best of the stringers and a way the best of the stringers and a way the best of the stringers and the stringers and the stringers and the stringer ontribution is the 'peacock dance', Darleene's the 'muff dance.

Cynthia Mitchell is still another tease strip woman. The straight twoman, Mabel White, reads her lines exceptionally well and lends still the stringer of the st

Stars of Burlesque

Stars of Burlesque

(Princess, Youngstown, O.)

Zoungstown, O., April 9.

Little vervelle Blair, smallest ceature arrived supplause as she presents the Tstars of Burlesque, with Buddy Kane, Charlie Holloway and Jimmy Murray, at the Princess here.

Miss Blair has a peppy style of tease that is different from the usual run and she possesses a smooth voice. Another favorite on the billiant of the property of the p

La Scala Tour

Rome, April 2.
Entire Scala Opera company, i cluding singers, orchestra, chorus and technicians will be taken first to Paris and then to Berlin to give two performances in each Opera selected for these guest performances is 'Arda' and Gina Cigna and Benlamino Gigli have been picked to si the leads.

After nearly eight years of virtually uninterrupted operation, during which time it has steadily advanced to new extreme in suggestive undress and objectionable. Jialog, and has consistently flouted the authoriti burlesque received its first serious setback with the conviction of Sam Kraus, manager of Abe Minsky's Gotham theatre, N. Y., charges of giving an indecent performance. The managers have done nothing thus far except to tone down pecling niter the damager was don instead of getting together in a comment defense while there was still time to avoid the dangerous precedent a conviction sets.

How far the opposition, police and

dent a conviction sets.

How far the opposition, pollee and license departments and profes ional reformers will go with their new power is a moot question. However, it indicated by statements of upper-handers that little drastic action will be taken. Situation as it stands looks to be an achievement that may not even be exercised, but, instead, employed as a whip to keep offenders in line.

raus Case Cited

offenders in line.

raus Case Clted

Conviction of Kraus in special
Sessions Court, N. Y., April 8, followed complaint and summons issued
in name of John S. Summer, president of N.Y. Society for Suppression
of Vice, which specifically charged
management with tendering at indecent performance in both language
and action. Trial had been removed,
from the Magistrates' Court at request of defendant's counsel, but was
refused a jury trial by N. Y. Supreme Court Justice William Harmon Black, which further indicates
that chances of conviction were further enhanced.

Before sentence is passed on the
criminal conviction, which is not

mon Black, which further indicates that chances of conviction were further enhanced.

Before sentence is passed on the criminal conviction, which is not mandatory and carries maximum penalties of one year and \$500, on April 16, operators will appear before License Commissioner Paul Moss to show cause why the theatre license should not be revoked. Since the operators of the Republic theatre, N. Y., challenged Moss right to revoke a license and finally beat his case on appeal, it was the opinion of the appellate court that a conviction was necessary before such steps could be taken. This is the opportunity and necessary weight that has finally resulted from the flagrant disregard so prevalent. This case will also be appealed after sentence.

How far burlesque has gone under the guise of entertainment can be ascertained by two facts: the number of people it employs today, probably the most in one branch of show business, and the tremendous business it is enjoying. Hardly without exception it is essentially the sex appeal to the pessantry that accounts for the bull market, as the exposure and talk became more daring.

The Fleld Increases

The influx into burlesque of exhi-

and talk became more daring.

The Field Increases

The influx into burlesque of exhibitionists from varied fields illustrates the advance to fleshier and bluer shows. Within the last year the ranks of burley's professional strippers have increased at least one-third in number, with a total of over 200 around. The act of stripping itself has increased 100%, spreading to night clubs, etc., in all forms ranging from apple and balloon dances to fan, veilers, muff, swan, snake, flame and kindred immicks. Even the legitimate theatre installed a stripper—Gypsy Rose Lee in the Folli.

a stripper—Gypsy Rose Lee in the Folii Performers today are unaffected by any action. Only the manager is responsible, differing from police raids on questionable shows such as Pleasure Man, 'Demi-Virgin,' God of Vengeance' and Franki and Johnni, 'of 10 years ago, where entire casts were carted off to jail. There is small likelihood of any wholesale closing of burley stands so long as they retain the fringes that was speedily adopted toward the end of last week. Review of local houses confirmed report that boys were just a little scared, but not much. Comiedly was undiluted in some spots. In others it was kept on the saler side, along if the peeling. Bizmained good.

Another threat to burleys is a new bill pending in Albany sponsored by Assemblyman Delaney which would permit the License Commissioner to close theatres and revoke licenses on only his own evidence of any violations.

Hagenbeck-Wallace-Forepaugh-Sells

Chicago, April 8.

That's just about drum-beatingest title any show is going out under this year. In most of their billing the name of their billing the name of their billing the name of their billing the name. The pengin beautiful the peng

rives at the mammoth and newer Stedium on April 16.

Coliseum seats about 10.000 people compared to the 26,000-seat Stadium and lacks the atmosphere and technical advantages of the Stadium-Particularly noticeable was the meagre light of the stadium of the stadi

belts.
For some reason, perhaps for lack of time, the show is selling a cheap hard-card program instead of the issual magazine program instead of the issual magazine program gatalliant is labelled to retail for a dime. To the credit of the show it must be said that even the opening night's show followed the routining of the rogram pretty closely.

rogram priety closely.

That program, however, is screwy in that it tends to play-tup the unimportant items on the show, while is sonly minor billing. For instance, it takes a full half-page in the program to announce some wild west stuff under the leadership of Col. Preston. Yet this wild west stuff under the leadership of Col. Preston. Yet this wild west stuff is about as flabby and weak an exhibition as anabony show. Better no wild west stuff at all, than to try to get away with a display that even the kidy yawn at.

On the other hand, the show's un-

atuff at all, than to try to get away with a display that even the kids yawn at.

On the other hand, the show's unquestionably outstanding single act and attraction, Capt. Terrelle M. Jacobs, cat trainer, gets itemed in about half-an-inch at the bottom of the page. Billed as 'King of Lions,' Jacobs is a genuine asset to this again compete with Clyde Beatty as an outdoor attraction.

Jacobs is youthful in appearance and style. Has the cats working at a remarkably fast tempo that heightens the danger-effect of the turn. Poses the animals first, and hen gets em to lie down in a row in the center of the cage; makes an other cat roll over several times, and has other cat provided the cage, they we got the cats.

Because of the di iculty of setting up and striking the cage, they we got that early spotting, it's difficult the cage and they would only have to strike it, which can be done comparatively fast. They use the center ring only fast. They

for the description of the descr

Handle-Barred

Hollywood, April 13.

Harry Chipman had to shave off his mustache before S. L. (Buster) Cronin would hire him for the Al G. Barnes-Sells Floto circus press department.

It's one of Cronin's whims to irsuted adornments on

man-out-of-the-cannon on the open-ing night, and this should be cer-tainly corrected in the future.

ing light, and this should be detainly corrected in the future.

Then there is a ceiling walk by a Miss Merkle by the use of suction shoes. Nice novelty. And the every state of the big. as and the succession of the big. as and the big. as a femme and the big. as a femme wire worker, and plenty of finesse and skill. Working without umbrella or other balancing aids, she turns in a fast and neat wire-walking act.

For the rest, there were the stand-

a fast and neat wire-walking act.
For the rest, there were the standard circus acts. For instance, Bedini's
Horses, always and as ever a class
circus horse act that has appearance,
ability and real performance. Mme.
Bedini has a clincher in the act in
the presence of a pony which she
handles like a dog, making it sit up
and beg, dance on its hand legs, etc.
A nifty novelty and a genuine piece
of good circus material.

and beg, dance on its hand legs, etc. A nifty novelty and a genuine piece of good circus material.

Also there is Jack Joyce and his seals; another who can always be depended on to make good. And don't forget the Riding Davemonts the stuff that makes the circus what it is, and it is upon such acts as these that the circus must depend for its solid entertainment.

Opening spec of the show wasn't particularly effective as produced by Ralph Clawson, but maybe the girls had stage fright. It's tagged "Pharaoh's Caravan," and that takes in plenty of territory. An adagio tric, the Dorothy Marin Troupe terms to be such as the summer to sing in this spec, and the tentire thing finishes with a burst of starlight fireworks strung around the hippodrome track. It manages to smoke up the stadium pretty nicely, giving the audience a good, solid session of smoke-in-the-eyes, dustin-the-throat and dimness of vision.

After they set up the center cage, the summer to the control of the

reaction is 'so what?'

For standard acrobatics there were the Moreen Troupe and the Cress Troupe with the teeler-board worth the teeler board worth the teeler board worth the teeler board worth the teeler board worth the total to toss off some tuggling, and did especially well on some torch juggling. Simon Trio, Kerns Trio also di okay on tumbling and juggling. Top billing for tumbling and pyramid work went to the Demenati Arabs, who finish off their act with a display of whirlwind tumbling on the hippodrome track, really okay.

Girls were on for the regular iron-

Girls were on for the regular iron-jaw display, and later on for a set of three 'art poses.' The children liked it, so it's in.

Girls were on for the regular fronjaw display, and later on for a set of
three lart poses. The children liked
it, so it's die rings from time to time,
May observe and led a neat little pony
number as did a Miss Cross; Metha
Lange and Bessie Gardner ran some
dogs through some neat routines
while Joyce took the center with his
seal act. Tom and Betty Waters on
one side and the Acevedos on the
other turned in a couple of standard
wire acts; while the Flying LaVards,
the Flying Vassars banked the
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GETTING TOGETHER

Cole-Beatty Leaves Hipp for Peru to eassemble Train for Chi Date

Beatty show, which closed its season in New York at the Hippodrome last Saturday, headed for Peru, Ind., the winter quarters instead of Chicago, where it opens April 16.

Move is necessary to reassemble the trains, si only part of the equipment was brought to New York for the one-ring Hipp date.

Cal. Bill With Gouger On Tricks Slapped Down

Sacramento, April 13.
Legislative bill proposing a \$250
daily tax on circuses, carnivals and
other traveling shows appearing in
Californi, was killed in committee
via the table route.
Measure proposed money obtained
should turned over to the state
board of equalization.

Aksarben Readying

Omaha, April 13.

1937 edition of the annual Aksarben Den show went into productionlast week, with rehearsals under direction of Jimmie Douglass; musical director of the company. This year's show, as yet untitled, is laid in the early days of Omaha, around 1860. Musical score for the opus was arranged by Douglass and is completed, except for a few solo parts yet to be worked out.

Principals include Mary Jane France, prima donna of last year's number; John Brich, a newcomer; Helen Munro, character woman; and Hiram Higsby of the WAAW staff. Chorus of 100 was chosen after tryouts March 29.

Bredention.

outs March 29.

Production

Opposition in Ohio

by

Akron, O., April 13.
Two major shows have been given permits to exhibit here within a week of each other. The Tom Mix circus, a motorized outfit making a hurried exit out of the south, will circus, a motorized outnit making a hurried exit out of the south, will appear here April 28, the earliest outdoor attraction here i many decades, while on May 4 the Hagenbeck-Wallace show will exhi it here, A lively billing tussle is anticipated, as both shows are independents.

Brimful of Carneys

St. Louis, April 13:
Spring weather has set in here and carnys and an indoor circus are denting b. o. activities at nabes. Annual police circus at Coliseum, with two performances daily, began April 9 and will run through 18. Circus performances (ally, began April 9 and will run through 18. Circus boasts 80 acts, 350 performers. 40 clowns and 100 animals. 35,000 \$1 tickets, each good for two persons, were sold by cops before circus opened. Circus last year netted \$8000. opened. \$58,000.

Dee Lang's shows has opened on lot in South St. Louis; John Francis' lot in South St. Louis; John Francis' Greater Exposition Shows is doing biz in Wellston business section; Olliver Amusement Co.'s carny is in North St. Louis and Harold Barlow Big City show is located in Carondelet. The Beckman-Garety Shows opens northwestern section of city May 1. Several smaller carnys have occupied vacant ground in isolated spots in town and are garriering change that natives usually deposit at nabe houses.

Plugged His Own , April 4.

Walter Dorwin Teague, one of the even designers for the New York seven designers for the New York World Fair of 1939, here to arrange for the Ford show of the French expo, stole some thunder from the French on their own lot by handing out some publicity for the blow-out back home right in the Place de la Concorde.

Circus Routes

Week of April 19 Barnes and Sells-Floto .. 19; Napa. 20; San Rafael, 22; Oakland, 23-25.

Chicago.
Ringling Bros-Barnum and Balley

Fewer B Pix

(Continued from page 3) nied that the westerns would be cut

Continued from page of the definition of the westerns would be cut, however.

A third independent of importance comes back into the field with the revived Monogram company, which will turn out a bigger program and at higher budgeting than W. Ray Johnston ever did before.

The way the situation stands now, all of the 11 companies WB. Par, RKO, Metro, UA, U, 20th, Col, GN, Rep and Mono) will spend more individually on the 37-38 pictures than for any prior year. Due to the agitation against B's, the tendency will be to try to get away from these as such, although a certain number of so-called B's must be turned out. Gaumont British policy for 1937-38 will not be known until Arthur. A. Lee has returned from conferences, in London, where program plans will be discussed.

Early Conventions

All companies are holding early conventions. Metro will hold its meet the earliest, May 2, in Los Angeles. This company will prob-ably produce no more than the 52

Warner ros., which will hold its convention in New York for three days starting May 10, and this year turned out ten \$1,00,000 pictures, will schedule a total of 60; same as for current season, but up the budget 20% or more, under plans.

get 20% or more, under plans.

With a view to making the A pictures bigger than ever, 20th Century-Fox will also increase the budget around 20%. Company goes into convention in Los Angeles May 30, but exact number of pictures not a yet set. Probably won't be more than the 69 announced last summer for this year, this having included six Sol Lesser productions.

From present indications: the 11

From present indications the 11 companies will schedule a total of around 800 pictures, this including westerns. The number of horse operas may be decreased along with the labeled B's.

operas may be decreased along with the labeled B's.

Some very fancy spending is called for under budget plans of leading producers for United Artists, program of which will be increased to around 35 for the coming season. Sam Goldwyn is budgeting \$8,000,000 for six pictures; Selznick-International, \$10,000,000 for eight pictures; Walter Wanger, \$8,000,000 for seven pictures, and Alexander Korda. (British), \$12,000,000 for a total of 10. Conventions for UA, Universal, RKO, Columbia and Republic are not set, though all companies are discussing the matter at the moment. RKO is figuring on a convention in Los Angeles, most popular point this year, for the middle of June and will probably schedule the same number of pictures, 54, as set for this year. The number will not be less, according to present plans, but as with other companies RKO is preparing to pitch in more money with a view to making bigger A's and improving its B's.

James R. Grainger, U's general

its B's.

James R. Grainger, U's general
sales head, is presently on the Coast
discussing convention plans for his
company which will probably produce no less than 36 features but include more big ones in the lineup.
Grainger is expected back within a
week to further line up convention
plans.

Grainger is expected back within a week to further line up convention plans.

Republic's convention plans will be set on the Coast this week or next. With J. Milstein.

P. Over distribution, on the way out there from New York will be out and Kansas City regional meets. Al. Adams from New York will be out there from New York will be out its reported planning to keep pace with the others which, this company has the others which, this company has week or next. The arrival of Hoot Gibson from the coast, to join Wallace Bros. Circarlott. No. C., Apr. 13.

The arrival of Hoot Gibson from the Coast, to join Wallace Bros. Circarlott. No. C., Apr. 13.

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The arrival of Hoot Gibson from the coast, to join Wallace Bros. Circarlott. No. Coast of Join Wallace Bros. Ci

Paramount convention plans and new product. Agnew leaves the first of next week, picking up Bob Gillham in Chicago, two going on from there. Gillham will leave by the end of the week for the stopover in Chicago.

J. Cheev Cowdin, chairman of Universal, planed to the Coast Monday (12) to two final once-over 1937-38 product linz-up.

Tillting Rentals
With the several annual sales conventions set to get under way in the next few weeks, one of outstanding topics to lead discussion will be the matter of tilling rentals. Salesmen will give their side of the story, principally whether the remaining smaller exhibs will stand for a material increase in percentage rentals. However, producer-distributor companies feel that they have a strong talking point in the ever-increasing evidences of inflation, both in production but soon to include distribution costs.

Indications are that each major

duction but soon to include distribution costs.

Indications are that each major company and some of the independents will not deviate much from product line-ups & 1936-37, though some are talking of tacking on two or three additional B films. This is taken to mean that the majors and several leading indie distributors will list only about 30 more than the 510 total promised for current season. Grand total of promised features, however, what with eral new active indie firm planning to launch ambitious programs, probably will hit around 600 features. One thing that the producers learned in the present season was that they could not arbitrarily hike the number of feature films and exect the calibre to stand up even

that they could not arotterally nike the number of feature films and ex-pect the calibre to stand up even with secondary productions. Prob-ably will take two years longer to lift whole uniform strength of B and lesser features.

NRA Again?

(Continued from

(Continued from law. In the majority view, expressed by the Chief Justice, prevention of labor controversies is a legitimate Federal function, since strikes tend to disrupt interstate commerce and one of the best ways to head off strikes is to prevent employers from engaging in unfair labor practices. Hughes said that since employers are allowed to organize on a national scale, industrial labor relations are under the thumb of Congress.

Texperience has abundantly demonstrated that the recognition of the right of employees to self-organization and to have representatives of their own choosing for the purpose of collective bargaining is often an essential condition of industrial peace, the majority declared. Refusal to confer and negotiate has been one of the most proli of strike. Whether the President will take immediate advantage of this broader concept and urge Congress to revive the N.R.A. without delay was still undisclosed. Administration legal experts have been marking time until the Wagner decisions to make surejust how far the Federal Government could go in trying about industry regulation. Until all phases of the opinions have been analyzed, it is unlikely the White House will throw out any hint as to the President's definite, i tentions.

Ringling Bros.-Barnum and Bailey

By JACK PULASKI

The big show is in New York. Since the Ringlings combined with the Barnum and Bailey outfit it has been the major big top of the outdoor world and still is. This season the quest for new act has storm in the certain the performance, about 40 people, and the performance, about 40 people, and the performance, about 40 people of the past few seasons are still in the show, but the various displays are dotted with foreign acts which previously had fared so well in Europe that, they had not cared to come here.

Coming into Madison Square Count here weeks after the Coleleastly circus opened at the Hippodrome it seemed to make little difference, for after all the latter was forced to give a one-ring presentation in order to get an indoor metropolitan showing. The Hipp performance secout to do but there is a comparison in magnitude and showmanship, except the great Clyde Beatty act. Coles-Beatty show will be at full strength in Chicago.

There was no dress rehearsal of the Ringing outfit. First performance of the 24-day Garden date better attended than usual stretch a cole of the Ringing outfit. First performance of the 24-day Garden date better attended than usual strength is a cole of the Ringing outfit. First performance of the 24-day Garden date betfor a continuation of the Ringing outfit. First performance and glittering spectacle called India! and Fred Bradna blew the final whistle at 11:15. That was record running, time for the premiere and indicates how well coordinated is the outfit. Couple of accidents of the control o

comello is amounted as doing tiple, but it a two an one half, still quite something for a femme serialist.

Moved down mext to closing are the Wallendas and the Grotofents on the high wire. There the Wallendas went over as strongly as ever. For a time the dupe act caught attention at the serial strong as the serial strong as the serial strong at the serial strong as the serial strong

Dummy Begged Off

Norfolk, Va., April 13.

Jack Cohoon, Negro ventriloquist with Dodson Shows, sescaped fine in local police court because his entertaining with his dummy, John Henry, kept jailbiads in good humorthe day preceding hearing here.

When dismissed the dummy said, Thank you, judge' and Cohoon left to join the Shows down South.

Aloys, a fellow who claims to drop with a hangman's noose around his neck, also doing upside down walking stunts. He is the same fellow given a try in the Ringling show about two years ago under the name of the Great Peters and didn't look and the state of the Great Peters and didn't look and the state of the Great Peters and didn't look and the state of the Great Peters and didn't look and the state of the Great Peters and didn't look and the state of the Great Peters and didn't look and the state of the s

Circus Notes

ingli Barnum and Bailey circus opened much stronger than expected last. Thursday '(8) night. Usually the op ning has been lighter but it was claimed the takings topped the i tital day last season when two performances were given. Second night was virtual capacity and Samuel W. Gumpertz stated that comparatively few lithograph tickets were represented. owever, it was necessary to call more cops to hold the comp line in order. Sunday afteroom as how played to standing room at Madison Square Garden and went close to the record.

The Cole Brothers-Clyde Beatty

WEISSMULLER FOR CLEVELAND

cleveland. April 13.
illy Rose, who has been dazing backers of reat Lakes Exposition with his extravagant plans, finally completed cast of his 'Aquacade' spectacle here by signaturing Johnny Weissmuller as its male lead. Metro's Tarzan will open exhibit it city's Expo on lakefront May 29, foregoing his jungle stunts for his first straight swimming part in several seasons. Femme lead already signed is Eleanor Holm Jarrett, former Olympie star who deserted amateur ranks to join Rose show. Both being supported by 100 mermaids, more or less, in addition to Stubby Kreuger, comedy high-diver. Alleen Riggi ex-Olympic star who flexible the day of the control of the

\$200,000.

Set in heart of fair grounds, next to Florida exhibit, it will be staged in a semi-open theatre with artificial ice stage, iceberg backgrounds and an illuminated sky-ceiling. Besides several name-skaters there will be an ice ballet and symphony orchesan illuminated sky-ceiling. Besides several name-skaters there will be an ice ballet and symphony orchestra. Harry Horner, who worked on sets for Max Reinhardt's 'Midsummer Night's Dream,' is designing it. Dr. Leo Kopp from Chicago's Civic Opera Co. picked as musical director. Grandstand of theatre will have a capacity of 2,500. Spot was used last year by Ed Hungerford for his 'Perderal government to be represented in Cleveland fair by \$175,000. of exhibits if appropriation gets final okay of President Roosevelt. Bill has been approved by U. S. Senate and budget bureau. A. Harry Zychick is again acting as U. S. commissioner general of the Expo.

show closed at the Hippodrome Sun show closed at the Hippodrome Sun-day (11) night. It was claimed that that outfit broke even on the date, with the management satisfied with its first showing in New York, figur-ing the publicity gained made the Hipp engagement well worth while.

Ringling outfit has scratched Canada because of an increase in the tax. Understood outdoor attraction nick has been upped 15%, making it 25%.

Government has assigned Robert Frazer as social security agent with the big top, none of the 1,600 odd people on the payroll having received cards nor numbers. Foreign contingent as well as natives will be included. Major Mite, the show's smallest individual, was first to demand his s. s. number.

There was no dress rehearsal but a partial run-through on Thursday. Some acts which toiled far into the previous night were told to sleep during the afternoon.

io Naitto performed her back somersault on the wire at the open-ing on the first try. Second night she had to jump three times after landing shaking her head and smiling. She was successful the next try and was cheered.

Col. Tim McCoy's private car is named the City of Miami as a compliment to Florida, as the show winter quarters in that state.

Amateur Circus

Charlotte, N. C., April 13, Bennett Brothers' circus, strictly home talent show that was organized six years ago by York youngsters, will exhibit Ayril 23, it was announced by Joe Bennett, general manager of the circus. The Rock Hill appearance will be under the ices of the Parent-Teacher associat! About 25 boys and girls from

associati About 25 boys and girls from five years old to the upper teens compose the circus personnel: They perform all kinds of stunts; almost everything seen in a regular circus.

The show has its own tent

Rose Booking For Texas-Cleve. In Telephone Nos.

Fort Worth, April 13.

Some talent engaged for Frontier Fiesta, opening late in June, has been announced by Billy Rose, director general.

Harriett Hoctor, dancer, signed for ballet number in 'Casa Manana Revue of 1937.' Salici's puppets engaged, probably for show in old Jumbo' building. Stewart Morgan dancers, three men and woman adagio dancers, set for spot in Casa Manana, as are Cabi Kids, quartet of ickaninnies from Hollywood. Rose also dickering with Original Dixieland Band, jazz outfit recently featured on screen March of Time.

Casa Manana will use more people than last year. There were 16 dancing boys last year. There will be 24 this year, as well as 48 six-foot lads of football hero type. There will be 24 show girls, '48 dancing girls and 4 toe dancers for Hoctor number. Three new dressing rooms, accommodating 30 each, have been

24 toe dancers for Hoctor number.

Three new dressing rooms, accommodating 30 each, have been
built for revue, which will be in four
episodes as it was last year.

John Murray Anderson, inector;
Albert Johnson, seenic artist; Raoul
Pene du Bois, costume designer, and
Carlton Winckler, technical director,
have been working on 1937 show
several weeks here.

Stanley, Joseloff, New York, HarStanley, Joseloff, New York, Har-

several weeks here.
Stanley Joseloff, New York, Harvard law grad, here to work with Rose and Dana Suesse, composer, on songs. R. M. Blumberg of Brooks Costume Co, here to supervise making of more than 500 costumes. Anderson said 165 costumes will be used in finale alone.

winckler arranged for string of lights with ultra violet ray for spe-cial effects.

Picking a Sweetheart

cial effects.

Picking a Sweetheart

Texas Sweetheart No. 1 will be chosen here May 22 after beauty winners have been named in contests in 100 Texas cities. Winner will be featured in Casa Manana, as Faye Cotton, now with Universal, was last year.

Margaret Hall named manager of special days and special events.

Anderson will leave today for Cleveland, where he is staging Rose's 'Aquacade' at the expo. He said there will be 48 girls in the water, 12 male swimmers, 18 chorus boys, 24 show girls and 48 dancers in this production, staged on land and in water. He will spend week in Cleveland and return here to start rehearsals May 1.

Anderson said he will get all the revue talent he needs in Texas, except dancing boys, which are to be brought here from New York.

The California Varsity Eight, featured in Casa Manana last year and in Ziegfeld Follies before that, are slated to be in Cleveland show.

Wallace Wandering

Spartanburg,
Wallace Brothers'
opened season tour after wintering
at York, S. C., near here. First
showing was at York, with American Legion, public icials and
others participating as sponsors. Despite rai and mud, was gala event.
Hoot Gi , a featured attraction
of the circus, was guest at Legion
dinner.

dinner.

Next showing at Hickory, N. C.,
with several other N. C. dates, then
shift to several states scheduled.
Owners report big turnstile response, ith business excellent.

CONDITIONS UP. **OUTDOOR BIZ** DITTO

By BILL RICE

Albuquerque, N. M., April 13.
usiness with carnivals and circuses in this territory continues better than average, in spite of cold and rainy weather. High prices for farm produce, stock and mi put being the contributing Retail prices are up with wage creases in every line. All shows have had the best winter season since the boom year of 1925.

Mrs. Berth Melville, owner of the Scooter with the Royal American; Shows, reports the best business she ever had at the Florida Fairs this winter. As her Scooter has always been one of the top money, rithis is something to brag about.

Billroy's Comedians, a one-day than we plenty of imitators the coming season on account time to time others have tried to duplicate the coming season on accorded as far as the outil, performance and billing was concerned, but they have all missed the vital spark that got Billing was concerned, but they have all missed the vital spark that got Billing was concerned, but they have all missed the vital spark that got Billing was concerned, but they have all missed the vital spark that got Billing was concerned, but they have all missed the vital spark that got Billing was concerned, but they have all missed the vital spark that got Billing was concerned, but they have all as a sound and a sound a so

10-Car to Thin.

Stanley Graham's Midget Circust that was supposed to go out as a 10-car outfit playing one-day stands now reported to open with three baggage cars and pidy week stands with chain store ticups. The veteran general agent, Ben Austin, has been engaged as pilot. Many one-day stand shows have used this method from time to time, but this the first time the writer has ever heard of a week stand setup. Several carnivals that own their own rides have used the chain stores to give away a ticket that was good for admission to the grounds and upon payment of 10c, could use three named rides. However, this was only good for Monday, Tuesday and Wednesday, It brought in plenty of customers who spent money on the other devices, but the fall off in business after the giveaways expired caused. business after the giveaways expired caused most shows to abandon the

caused most shows to abandon the scheme.

Billy Smithson, tending bar here, used to be one of the riders i Gregg's Autos That Pass in the Air. Last time I saw him was at a street fair in Wisconsin, where his auto missed the stop and crashed through an iron cemetery fence and knocked down several tombstones. Billy was not injured, but Gregg's pocketbook was to the extent of \$250.

St. Petersburg, Fla., having been judged the sunniest city in the U. St. Retersburg, Fla., having been judged the sunniest city in the U. St. kakes me back to Yuma, Ariz., that had a hotel that advertised near and far and also with a large sign on the side of the building. Free Room and foard Any Day the Sun Don't Shine. The landlord claimed he had never in many years had to pay off, but in 1917 the old Wortham & Rice Shows, under the management of Fred Beckman, played Yuma for a week and the hotel was packed with show folks and the transients were sleeping on cots in the halls. All were on the good old American plan. show folks and the transients were sleeping on cots in the halls. All were on the good old American plan. Came Friday and no sunshine, but he paid off a goodly chunk. Came Saturday and the sign was painted off the hold eld and a crew was on highways painting out the 'Free' sign.

Cole-H-W Jam

South Bend, April 13.
Two circuses are billed in South Bend: Hagenbeck-Wallace for April 26, Cole Bros-Clyde Beatty for May 4. The latter show took out city and county licenses in February and contracted to play a benefit for the city police pension fund. Eddie Arlington, lessee of the H-W show came in contracted for lot and feed, secured city license illed the town.

Jess Adkins of the Cole show pro-Jess Adkins of the Cole snow pro-tested and backed by the police de-partment succeeded in getting the city license bureau to rescind the permit and the county officials re-fused to issue one. All sorts of legal actions are threatened but nothing further has occurred to date.)

OBITUARIES

RALPH W. INCE
Ralph W. Ince, 50, member of a
mous theatrical family and himself famous theatrical family and himself one of the first actors to realize the possi litties of the then undeveloped motion picture, was killed in an automobile accident in London April, 11, when his car struck an iron railing in Kensington. He was the soin John E. Ince, once prominent as actor and manager, and brother of John and Thomas H. Ince, both of whom have figured prominently inciture development.

For a time Ralph Ince worked as newspaper cartoonist, but the

or a time Ralph Ince worked as messaper cartoonist, but the stage called him and he joined Richard Mansfield's company. He was the first of the brothers to turn to ictures, going to the Vitagraph to play Lincoln in a series of semi-historical one-reelers on that subject. He was frequently east for the care

nistorical one-reeiers on that subject. He was frequently east for the same character through his career, but preferred direction to acting. He re-mained with Vitagraph for 10 years, and in 1916 was engaged by Louis J. Selznick. Later he did work for Warners and went to England for

Walter Gumble

APRIL 13, 1922

Warner-First-National ritish, with which he was still connected at the time of his death. He was one of the first to realize the possibilities of the longer reel alms and one of its chief proponents. He was married three times. which he was still connected at the

the longer reet alms and one of its chief proponents.

He was married three times, is widow being the former Helen Trigges. His first wife was Lucille Stewart, sister of the better known Anita; and his second Lucille Mender, adughter of Cipriano Castro, nee dictator of Venezuela. Both ions ended in divorce. Miss Mender was in Broadway musical comedy.

He is survived by his wight a son, now nine months old.

LLOYD LONERGAN

Lloyd Lonergan, one-time scenario editor for Thanhauser Films and author of 'Million Dollar Mystery' (1913), died in New York April 6.

Apinoner among scenario writers of silent films, he was among the first to effect serializations of serials with a list of national newspapers. "Million Dollar Mystery, starring Florence LaBade, James Cruze and Marguerite Snow, is said to have rossed \$1,500,000.

rossed \$1,500,000.
Lonergan was reporter, feature writer and editorial writer on the N. Y. Evening World, and on Hearst publications in New York and Chicago. For seven years he was Albany correspondent for the Brooklyn Daily Eagle. He is survived by his wife, and Phil Lonergan, a brother, and Elizabeth: a sister.

PAUL FANZER

Paul Panzer, about 70, one of the leading screen actors of the early days, died in New York April 11, of heart trouble.

Originally a member of the Panzer Tri; acrobatic and contortion turn, inea the Pathe stock company when that company decided upon product in America. He came rapidly to the fore, chiefly in heavy roles, and was regarded as one of the foremost players of that period, doing much to win the stamp of approval for the Pathe brand.

Of recent years he has figured less prominently, but held his own exceedingly well and outlasted most of those who started with him.

Internent was in New York.

Flavia Arcaro, 61, of musical comedy and the legitimate stage, died in New York April 8. Her last appearance was in Roberta.

As a child she sang in operetta at the old Terrace Garden, N. Y. and later had an important part in Comstock & Gest's Hop o' My Thumb. She sang in the original production of 'The Chocolate Soldier' and had supported Otis Skinner, DeWolfe Hopper, Eddie Foy and Weber and Fields. She also made vaudeville appearances.

HELEN BURGESS
Helen Burgess, 19, Paramount contract player, died April 7 in Beverly Hills. She had been ill only a few days, a cold contracted while

making ight of Mystery swiftly developing into lobar pneumonia. A product of Hollywood's little theatres, deceased drew studio attention by her acting in C. B. Definition of the Hollywood's her parts in 'A Doctor's Dlary' and 'King' of Camblers' she was taked out for a heavy publicity buildup. Miss Burgess eloped. Yuma, Ariz., Jan. 27 last with Herbert Rutherford, a musician. They separated after 10 hours and she later obtained an annulment. Her

later obtained an annulment, mother and a sister survive.

THERON BENNETT

THERON BENNETT
C. Bennett, 57, songwriter
and music publisher, died April 6 in
Los Angeles general hospital. Among
the numbers published by Bennett
were 'Meloncholy Baby' and 'Memphis lues'. He composed among
others 'Satisfied,' Fireflies on Parrade' and 'Around Her Neck She
Wore a Yellow Ribbon.'
Deceased at one time owned a
chain of music stores in Chicago, St.
Louis and Denver, Before the depression he was reputedly worth
around \$500,000.

GLADYS PALMER

GLADYS. FALMER
Gladys Palmer, age 31, died at the
Will Roger's Hospital, Saranac, last
week. She had been an immate at
the hospital for five years.
In vaudeville she was discovered
by Sam Roberts, Chicago agent and
for years was handled by him as
Tanner & Palmer, she was also under the management of John Cort,
Shuberts, and Klaw & Erlanger,
Two brothers and two sisters survive, interment Chicago.

WILLIAM CONRAD

WILLIAM CONRAD
William Conrad, 70, contrabassoonist of the N. Y. Philharmonic-Symphony, died April 8 in the N. Y. Subtreasury ilding, where he had
gone to inquire about a passport. He
had planned to go to London for the

Coronation,

He was a native of Germany and
had played with both German and
English orchestras before coming to this country.

DARRELL S. KEPLER

DARRELL S. METLER
Darrell S. Kepler, 44, for many
years identified with theatres, died
suddenly at his home at Sharon, Pa.,

suddenly at his home as Sharing.
April 1.

The concern he headed, Vigilant Mfg. Co., made and marketed a safety device, invented by Kepler, which was widely used in motion picture projection booths. He had been a projectionist in motion picture theatres for several years.

MARTHA MORRIS

Martha Morris, 32, known as
the 'Armless Wonder,' died in Chicago April 7, after an illness of two

weeks.
She had appeared in various circuses, and was a member of Ripley's concession at the Century of Progress in 1933. Surviving are her mother, Mrs. Jennie Morris, and five brothers and two sisters.
Burial Waldheim Cemetery, Chicago.

MAUDIE DUNEDIN

Mrs. Maudie Malli , 49, known
professionally as Maudie Dunedin
of cycling act, died April 9 in Glendale, Calif.

dale, Calif.

In vaude many years after coming
to this country from Australi in
1994. Survived by husband, Henry
Malli, vaudevillian and unit producer. Services and burial in Los
Angeles, April 14,

IRENE WENTWORTH NICOL Irene Wentworth Nicol, 70, who made her stage debut in Rice's Evangeli , ied April 9 in New

York. Chiefly a musical comedy player, she had appeared with Francis Wilson and with DeWolfe Hopper in 'El Capitan,' but she had 'also filled an engagem with the Fanny Davenport company.

RAYMOND NOWELL COOMBS

Raymond Nowell Coombs, 70, died i Johannesburg, Transvaal, March 5, Was connected with radio in South Africa durin the pioneer days of wireless, 7 In 1924 he founded and edited the

In 1924 he founded and ediced the Radio," a monthly publication, and later was radio editor of the 'Merry-Go-Round.' In 1925 he formed the South African Relay League.

April , Both Dartmouth and Trinity colleges had honored him with degrees in recognition of his work as a composer.

th degrees in recognition of his rik as a composer.
His best known work was 'The ght Has a Thousand Eyes.' He o did a suite on Omar Khayyam lich was played by the Boston mphony.

FRANK KINGDON

FRANK KINGDON
rank Kingdon, 82, who for more
than 40 years had figured on the
dramatic stage, died in Englewood,
N. J., April 9 of bronchial pneumoni. He had been a guest of the
Actors' Fund Home there since
closing of The Great Waltz' at the
Center theatre, N. Y., which he
took part. ok part.

A son, Leslie Kingdon, survives.

HARRY C. TURNER

Harry C. Turner, 68, vet Missouri
newspaperman and one time p. a.
for Carrie Nation, temperance agitator, died in St. Louis last week.
He had been in failing health for
past year. Interment at Mexico, Mo.
His widow, two daughters and two
sons survive.

HENRY WELTON
Henry Welton, 68, late equestrian
from the street of the st

MAE EDWARDS

MAE EDWARDS

Mae Edwards, who for 25 years
played the femme lead with the
Mae Edwards Co, annually touring
Canada and New England for 44
weeks, with a combination of dramatic repertoire, died after a long
illness at Lindsay, Ont.
Surviving are her husband, Charles
T. Smith, and one son, Valmore.

EUGENIA NASH

Eugenia Nash, 71, former actress and mother of Ted Healy, film actor, died in Culver City, Cal., April 8, following a lingering illness. A daughter, Marcia, also survives.

She was a native of Ohio.

THOMAS F. GARRITY
Thomas F. Garrity, attorney, 50, died at Brooklyn Eye and Ear hospital, N. Y. April 9.
Deceased handled theatrical end for Abram J. Dittenhoefer, old show biz law firm.

Mrs. Fareda Saba, 50, mother of Johnny Saba, orchestra singer, died April 10 at the French hospital in New Orleans after an illness of many months.

Katharine Jackson, widow of Harry Jackson, of the Australian wood choppers, died April 7 in New York. Survived by a son and a

Joaquin Vendrill, 62, father of Ar-mida, stage and film actress, died April 9 in Hollywood.

William Kimball, 44, head grip on David Loew productions, died April 11 in Culver City, Calif.

Father, 73, of Sammy Cohen, film actor, died Los Angeles, April 12.

MARRIAGES

Betty Wallace to Angus Pfaff, in Detroit, March 13. Bride is hostess at WJBK, Detroit, where bridegroom is chief announcer.

Griswold bane in Hollywood, is an actor at RKO.

Meta Doherty Carpenter to Wolfgang Edward Rebner, concert ianist, April 5, in Los Angeles.

Benita Holm to Sergei koff, unit production man at Metro, March 28, i Los Angeles. Bri is a New York artist.

Audrey Ele to Ricardo Sandoval, April, 10. Buffalo. Bride is fea-tured at uffalo. at nish tenor.

Groom is nish tenor.
Arline Judge to Dani ing.
April 9, Virginia City, Nev.
Actress received a divorce from
Wesley uggles, film director, the
same day at Reno. Groom is owner
of Brooklyn Dodgers football team.
Betti lenn to Johnny Fraser,
NBC announcer, April 8, in N. Y.
Bride is with Publicity Associates.

ARTHUR FOOTE
I'thur Foote, 84, organist and composer of note, died in Boston Conrad Nagel.

Ruth Helms Nagel to idney Franklib. Metro director, April 12, at Las Vegas. Bride is ex-wife of Conrad Nagel.

News From the Dailies

his department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London, Vanierr takes no credit for these news items; each has been rewritten from a daily paper.

East

Freeman Bernstein, the atrical agent, arrested in California on a N. Y. warrant, accusing him of trying to swindle Adolph Hitler deal for nickel. Gov. Merriam fused to extradite and Bernstein will remain in Californi

remain in Californi
Letro Mascagni to tour the U.S.
this summer as director of the orchestra of La Scala, according to announcement in Milan newspaper.
Sedley Brown, son of Henrietta
Crosman, has completed his "Husbands and Wives," based on his radio
serial with the same title. Will get
a strawhat tryout this summer.
Lett the california to the

Just to be obliging to the press agents, teams from 'Having a Won-derful Time' and 'You Can't Take It With You' will go through the mo-tions of a fencing match. 'Without Warning' new tag for erstwhile.' 'Arsenal' A. L. Jones production now in rehearsal.

Frank J. Gould's casino at Juan Les Pins destroyed by fire 'It's his second fire, the former having been at his Nice resort.

Norman Bel Geddes plans to switch to musical comedy in the fall. Transfer tax appraisal filed in N. Y. last week gives the estate of the late Thomas Meighan a net of \$577,-780, most of it in stocks and bonds. Four-fifths of the feet of the widow, Frances the estate to his widow, Frances the state to his widow, Frances the state to his widow, Frances the state to his widow.

the remainder to a sister.

Giovanni Martinelli to London to sing at Covent Garden during the Coronation.

Frank Crumit hot for 'Great Lady,' described as a drama with music. Book is by Lowell Brentano and Earle Crooker, with music by Frederick Lowe to Crooker's lyrics. Expects to produce it next season.

B'way Assn in a clean-un drive to

B'way Assn in a clean-up drive to better the looks of the Times Sq. sector.

Bway Assn in a clean-up drive to better the looks of the Times Sq. sector.

Christine Schmitz, an unemployed nurse, chained herself to a chair in the Manhattan Opera House after the Manhattan Opera House after the Manhattan Opera House after the Court he chain and took her to the cut the chain and took her to the station house, but she was dismissed since no charge was preferred. Explained she wanted to see the show and had no money.

Bob Alton held N. Y. auditions last week for chorus girls for illy Rose's Casa Manana.

Police trying out a new material for marking road lines. Tiny mirrors sunk into a binder and employed instead of the usual white point. Said to be 2000 times more luminous for might driving.

September sewer \$10,068.41 for artists, rentals, etc., \$3,813.01 for publicity and \$2,554.28 for clerical hire, taxes and other expenses.

Maurice Evans and Eddie Dowling guests of honor at the luncheon of the Advertising Club of N. Y. last Thursday.

Inursday: September convention of the American Legion figured to bring 500,000 members to N. Y., with an estimated expenditure of \$20,000,000 to \$25,000,000.

last Friday. Started to do an itation of the President, which is n

Coast

Millicent Mary Bartholomew, aunt of Freddie Bartholomew, 13-year-old actor obtained a decree of adoption for the film moppet in L. A. His parents, Cecil Llewellyn Bartholomew, retired British 'Army officer, and Lilliam May Bartholomew, sent documents to the judge consenting to the adoption,

the adoption.

Clayton Drew, former widely known Shakespearean actor, with his w Hilliam R. Drew, is work!

MY Stilliam R. Drew is work.

Palyers and the Bell Bros. acrobatic act in vaude.

Del Antenn is the stilliam of the stilliam

act in vaude.

Del Andrews, picture director and scenarist, who wrote the script of All Quiet On the Western Front voluntal Quiet on All Quiet of the Western Front voluntal surrendered in an Algorithm of the All Quiet of Charges of charges of failure to provide for his wife so I can get a chance to sober up. He was given six months and probably will be sent to a road camp.

to a road camp.

San Diego County Ministerial Association, representing 50,000 members of 140 churches, adopted a resolution protesting against persistent and obnoxious drinking sequences in films. It was directed to Will

Hays.

Margaret Williams, actress, ceived a divorce in L. A. from W. Williams, forest ranger.

Mrs. Lorraine Eddy MacLean, former wife of Douglas MacLean, reported to L. A. police the theft of 8,000 worth of gems. Thieves broke into her parked, auto.

After being arraigned on an insanity charge in L. A., Owen Moore former husband of Mary Pickford, was released to the custody of his physician, Dr. Earl Lewis, of Beverly Hills.

Freeman Bernstei for Broadwayite, who was arrested in L. A. on a N. Y. warrant in connectance of the control of the second of the control of the

a merican Legion figured to bring 500,000 members to N.Y. with a settimated expenditure of \$20,000,000 to \$25,000,000.

Last Monday was candid camera night at Loew's State, with prize for the best shots. Now barred from most drama houses.

Beatrice Bartlett, serial actress in the silent days, seeking to identify herself, as the daughter, of the late Warren C. Bartlett, Lynn (Mass), shoe manufacturer. Would inake her hear to his \$25,000 estate.

Shoe manufacturer. Would inake her hear to his \$25,000 estate.

Shoe manufacturer. Would inake her hear to his \$25,000 estate.

Shoe manufacturer. Would inake her hear to his \$25,000 estate.

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Shoe manufacturer. Would inake her hear to his \$25,000 estate.

Shoe of a the daughter of the hear to hear to

WHAT THEY THINK Showmanship

(Continued from page 53)

of employes, history of company and importance to Rochester and industrial field at large. Idea has civic pride angle and aims to build good will for station.

will for station.

Accompanying musical program is somewhat informal using Sax Smith orchestra, with different player as seatured soloist each week. Ken French announces and sings, J. Gordon Baldwin and Bob Hemings play piano-organ combination.

Organizing Satety Army
Organization of Regina, Sask.
Organization of Regina and district kids into a Junior Regina and district kids into a weekly broadcast on a Saskatchewan.
Originator is Bruce
CKCK staff announcer, who sold the idea to a motor company here.

Compete to Be No. 5,000 Indianapolis, Saturday (10) was occasion of 5,000th amateur child performer in nearly five years of 'Children's Hour' broadcasts over WFBM for Wm. H. Block dept, store here. Program hard each Saturday morning from

Block dept. Solve lete: Organic from 10 to 11.

Remoted from auditorium on top floor of store to about 600 to 700 fans. Performers last Saturday (10) all had a shot at being No. 5,000, since the names of each were placed in the hat, and drawn for the choice root.

Mutual's Baseball Preview
Mutual's Baseball Preview
Thereiew of the baseball season
will be aired Saturday night (17)
from 11:15 to midnight over the
Mutual web. Tabbed Play Ball, it
will jump to seven major legau
cities for briefie interviews with
managers and star players. Idea is
to get, away from stock 'yes-sir-wes
sure have a preat-club-this-year
Cities visited will include Chicago,
Cincinnail, Boston, Philly, Washington
and Detroit, with New York the
originating and fadeout spot. Will
be sustainer.

New NBC Beoklet

New NBC Beoklet

New York.

ictorial, recital of the types of
programs which to to the beautiful of the types of
programs which to to the law (WIZA)

and red (WEAF) network is contained, in a promotional book, '35

Hours a Day,' which NBC will distribute to the trade this week. Their all action and costume photos, revealing personalities and events in
drama, music, education, propaganda stunt broadcasts and whatch,
which have been carried over these

two links.

two links.

There's also a pictorial section dealing with television.

News of Dailies

(Continued from page 78)

(Continued from page 78)
\$1,000. Testimony showed Wilson
earns \$1,000 a week.
Irene Adams, dancer, filed suit inL. A. seeking \$16,558 damages for ininries received in an auto accident.
Auto driven by Mrs. Rodney Pantages, wife of theatre owner, struck
a four-year-old boy in Hollywood.
Mrs. Alice Jans Spencer, former
film actress, received a divorce from
Dean C. Spencer, radio sound engineer in Reno.
Edward Arnold, Jr., asked L. A.

film actress, received a divorce from Dean C. Spencer, radio sound engineer in Reno.

Edward Arnold, Jr., asked L. A. judge to approve his contract with Monogram Productions. Pact is on a film-to-film basis, with young Arnold receiving \$500 for two weeks work in Blazing Barriers.

Spanky McFarland, Hal Roach's active heart of the studio approved in a Li. Avita the studio approved with breach of contract in a \$32,000 damage suit for avita the studio approved in a studio approved in a studio approved in a studio approved i

ceived by her husband be invalidated.
Seeking a permanent injunction and an accounting of \$20,000 asserted profits. Cinecolor, Inc., filed a federal on the ceiton in L.A. charging the ceiton in L.A. charging the ceiton of the with patent infringement on a flow of the ceiton of the

Radio Announcers' Union Chicago, April 9.

Editor, VARIETY:

I read with much interest your story in James C. Petrillo's rejection of the Chicago announcers' offer to organize under his banner and leadership. Our dealings with Petrillo, and his negotiations with the stations, were to have been completely secret and condential; but since VARIETY has printed the story there is no further reason to conceal the true feelings of the announcers about this situation any longer.

The announcers in Chicago (and the announcers throughout the country, and also the huge army of radio performers) must and will organize for their own protection, and its only a matter of time before this organization will be an accomplished fact. The \$30-a-week announcer who works from 7 am, until midnight on a broken and impact schedule must

organization will be an accomplished fact. The \$30-a-week announcer who works from 7 am. until midnight on a broken and jumped schedule must be helped. A man is worthy of his hire, and the men who work behind the microphone are worthy better than they are now receiving.

That they are being exploited is beyond, a question of a doubt. The stations and networks are taking advantage of the fact that these men must, work to live, and to live are willing to accept \$30 a week wage, and then work all hours of the day and night. We think that an anouncer is worth more than \$30 a week, and that a man should work in or eight hours in one shift instead of being forced to come down at 7 in the morning for an hour, then report back to the studio in the afternoon for another couple of

then report back to the studio in the atternoon for another couple of hours, and finally, return again that night for three additional hours. This is unfair treatment. And evidently only organization will remedy this situation.

There are many other injustices, such as auditions, commercials, outside work, which are rife in this business but space doesn't permit missuiscussing them here. For obvious reasons, I would appreciate you keep my name anonymous and just sign it:

Spieler.

George Bowles Now OK New York, April 9.

George Bowles Now OK
New York, April 9.
Editor, VARESTY:
The other day I received a letter
from our old friend, George Bowles,
in Tahiti, in answer to one of mine
many months ago asking him how
many responses he received from
the story first published in Vanisty.
I will quote a couple of paragraphs
from his letter:
"Well, young feller, my first
count was '78 letters and two
cablegrams. That was some time
ago. Since then letters have been
coming in on every freight boat
(we have no more mail boats) and
I counted up just now. I have received to date 107 letters. And I
have been trying to answer every
one of them, but it is a hard job.
However, some day I will finish it.
Lately they have been coming
from Europe; from old friends of
mine there, fellows that you don't
know; one of them a Captain in mine there, fellows that you don't know; one of them a Captain in the Guards, another a Paris banker, and another from a fellow quite a way up in the British Civil Service. I think I told you that I got a loyal letter from Dan Carroll, of the Pri Edward theatre. Sydney.

roin of the FT Land the result of the publicity given. The responses from old friends have been most cheering and show that I am not entirely forgotten. One came from the superintendent of the Manhasset Bay Yacht Club, Capt. Tim Bird, now retired, and 82 years old. I have not seen the old chap for nearly 25 years."

It might interest the evidently many friends that George has among Vanity readers to know the outcome of his shooting scrape and so am enclosing a little story.

Lester Thompson.

Lester Thompson.

Lester Thompson.

[George Bowles, veteran showman who embroiled himself in a shooting affair in Tahiti almost a year ago, has been given his freedom, according to a letter received recently by Lester Thompson of the Hays office. Bowles was tried in the 'Court Correctionnels' on Dec. 1936, and condemned to two years in jail 'awe cursis,' which means that the jail sentence was suspended so long as he did not shoot any more Kanakas. He was also ordered to pay 2,000 francs (about \$85) for damaging 'the prictim.' An appeal was taken by the injured party, but the court sustained the verdict.

owles' appeal to his friends in

Thanks for the 'break' in current issue of Variety. We for one house are for triple features. Some like them and some don't. We are fied and so are our patrons

med and so are our patrons.

The Rosewood reputation was built on a 'triple' feature policy some years back. You may remember you wrote a big article in your paper some years ago on it.

A typical program last Friday and Saturday (April 2-3) consisted of the following:

following:

322 Mi

In , five hrs. and 22 mins. of entertainment, which we think is a great bargain. We have very few squawks and they seem to go for it in a his wee

squawks and they seem to go to it in a big way.

Three features, 1 speci 3-re-attraction and 3 short subjects—le others advertise No sit-down strike we for one would rather have 'sit-down strike' than empty seats. strike,'

Rosewood Theatre 1823 Montrose By Frank P. Riley.
Asst. to Owner.

London's Quota Films London, April 1.

Editor, VARIETY:

'The Good Earth' is being presented every afternoon at the Palace theatre, London, in a three-feature program. This amazing procedure is program. Anis amazing procedure is made necessary by the present British quota law, which is based on footage. As the Palace is normally a legitimate theatre, and only becomes a cinema duri the run of Good Earth, it is necessary that the British quota be shown during that time.

"The Good Earth" is 12,385 feet The Good Earth! is 12,385 feet long and is screened 15 times a week (twice daily and three times Saturdays), amounting to 185,775 feet in a week. Under the British law, they must show at least a quarter of this amount of British footage, that is to inv. (64.94 feet), week.

must show at least a quarter of this amount of British footage, that is to say, 46,494 feet a week.

As one British picture would not result in sufficient footage, every afternoon from Monday to Friday they are showing two British pictures immediately after 'Good Earth,' which starts at 2:30. At 4:48 is shown 'The Academy Decides,' an M-G-M quota picture made by U.K. Films, Lid., and at 5:38 they show another M-G-M quota picture, 'Auld Lang Syne,' made by Fitzpatrick-Pictures, Ltd., which finishes at 6:48, thus comprising a program lasting 4 hours and 20 minutes. At the end of every afternoon show these are taken off the time-table outside, so that evening audiences would not realize that they were seeing a shorter program than matinee patrons.

trons.
Such freak performances as this impossible in a Such freak performances as this will probably be impossible in a year's time, as it is considered likely that new Quota Law, which comes into operation next year, will no longer be based upon the amount of footage shown.

C. M. Ashton.

Pontiac's Campus Plugs Detroit, April 8. Editor, VARIETY:

Editor, Vakrety:
Naturally, I read your editorial
comments on Pontiac's Varsity Show
and I wonder whether or not you
only comment on the ones you don't
like, if those happen to be the
only ones you have heard. It is
strange that you should comment on
the University of lows show, and
then skip the Louisiana State show
the Thenver show, bethe University of lowa show, and then skip the Louisiana State show and pick up the Denver show because unquestionably the Louisiana State show was much better than either of the others. As a matter of fact, more people have stated without qualification that the latter show was the best of the series.

Of course, we all know that what makes radio advertising good advertising is that its value is based entirely upon the matter of opi ion,

tising is that its value is small tirely upon the matter of opi ion, and naturally, we can only give the spinion of your reviewer one vote opinion of your reviewer one vote against the votes of hundreds of

the theatrical profession to come to his aid and write letters of endorsement was published exclusively in VARIETY early in September last.]

5 Hours, 22 Mins. of Show
Rosewood Theatre
Editor, VARIETY.
Thanks for the break in current issue of VARIETY. We for one house are for triple features. Some like there and to me the stationers of the shows. Not over ½% of the scope have stationer to the shows. Not over ½% of the shows. Not over ½% of the scope have written in have critical Variety and the shows. Not over ½% of the shows. Not over ½% of the shows. Not over ½% of the shows. You probably know the type of mail that makes up the ordinary regions to radio programs, but here's one I want to set you right stationers of the shows. You probably know the type of mail that makes up the ordinary regions to radio programs, but here's one I want to set you right stationers of the shows. You probably know the type of mail that makes up the ordinary regions to radio programs, but here's one I want to set you right stationers of the shows.

tists and business men, and the bulk of the replies from women comes on high grade personal stationery. There are 6,000,000 to 8,000,000 alumni of colleges and universities in the country, and if 75% of the listening audience to Varsity Show is made up of that group of people, you Ill have to admit it's a pretty good hand-nicked audience.

you Ill have to admit it's a pretty good hand-picked audience. Maybe you're interested and maybe you're not in what other people have to say, but at any rate I am attaching copies of excerpts actually taken from Varsity Show mail and Ill guarantee you that very few of them were copied from postal cards or cheaply and poorly written letters.

tters. I also want to call your particular

I also want to call your particular attention to copies of several letters that we received from musical organizations of high repute commenting on the Louisians State program. In writing you this letter and sending you this material, I am primarily interested in giving you an opportunity to see what other people think of the program if you care to k of the program if you care the time to read the enclosure MacMANUS, JOHN & ADAMS, INC.,

By R. C. Sackett.
[Enclosures were referred to VA-RIETY'S radio research dept. for analysis and acknowledgment—Ed.]

Ex-'State-Lake Sweetheart' Chicago, April 9.

Ex-State-Lake Sweetheart'
Chicago, April 9.
Editor, VARIETY:
I am just a line girl if you wish, a chorus girl, and I worked a year and a half at the State-Lake theatre, where we were known as 'the State-Lake sweethearts'. A few weeks ago we approached our manager, Mr. Charlie Niggemeyer, and asked him for a raise. Mr. Niggemeyer said he had nothing to do with it and that we had to go to the owner of the theatre, Mr. Jones, which we did. Mr. Jones gave us our two weeks' notice without asking us why we wanted the raise or listening to our side of the story, which was, of course, his privilege. We girls have worked more like a We girls have worked more like solid girl act than just a line chorus girls.

we were offered work at B & K once; then they called and told us they could not use us. Then we had an offer with a unit and, after makan offer with a unit and, after making all arrangements, we were again informed the unit producer could not be allowed to use all of us but, if we broke up our line, they would use two or three, although at first they wanted all of us and at a set price. We think this is very untair and cannot believe that the head men of either B & K or anybody else should give us this kind of treatment and keep, us out of work. That is why we write you, because we feel everybody should know how unfair this treatment has been to us.

Vera M. -'State-Lake Sweetheart')

For Vaudeville's Comeback Bronx, N. Y., April 9.

Editor, VARIETY:
Why vaudeville hasn't made the Why vaudeville hasn't made the comeback that some other industries have is a mystery to me. I realize that theatre owners don't care to spend extra money on an orchestra, stage hands and actors; but I know also that a great many people in the Bronx would rather pay a few cents more to see a show in Loew's Boulevard or the RKO Franklin than to travel downtown to the State on Broadway, providing, of course, that either theatre had a fairly good stage show.

The musicians, stagehands and actors should get together, pick a certain theatre in each locality, and agree to work for a minimum salary

agree to work for a minimum salary to prove to the theatre owners that the public is ready for vaudeville again.

The picketing of the theatres by the Musicians Union, I'm afraid, won't help them very much.

When's a Tenor a Barytone? New York, April 9. Editor, Variety:

If we must have reviews of radioprograms, why don't you have an in-

Literati

(Continued from page 73)

and others will be auctioned off Friday (16) at Cynthia White's Greenwich Village Revel at Webster Hall, N. Y., for benefit of the News-paper Guild.

H. Travers Matheson of the Wedg-wood Press has left Hollywood and will spend the summer i Reno be-fore returning to N. Y.

Larry Smith, formerly of the North China Daily News, has been made managing editor of the Santa Barbara (Cal.) News-Press.

'Well, I'll Tell You,' Bob Burns' daily newspaper feature syndicated through Esquire Features, Inc., appearing in 182 newspapers.

Will Kofoed, brother of Jack, sporting feature writer, gaining with new mag, 'The Gay Book.' Plans a new one at near Esquire price.

new one at near Esquire price, Jack Albi ; staff photographer the International News Service i Hollywood for several years, has joined Screen Gui , fan mag. New ed of Detective Fletion week-ly is William Kostka, from Fawcett's plant in Greenwich. H. A. Mac Comas resigned cause of bad health.

John Wilstach back at Long Pond, near Rhinebeck, after several months in Philly, awaiting articles in Esquire and Real Detective Mysteries, Arthur Meeker, , see'y of the Chicago branch of the P.E.N. Club, will go to Paris for the P.E.N. Congress this summer and also to Switzerland.

Harry Hansen sailed last week, with his family, for a vacation in Bermuda. Staff members on the World-Telly are reviewing books i his absence.

Barrett Kiesling, Metro blurb artist, is writing a book on the mod-ern technique of picture production. Virginia publishing company says it will be put in type.

Clifford Dowdey has been a fiction reader for all the wood pulp chains. Now has planted a high-brow novel with Little, Brown & Co., of Boston, they will put out this spring.

James Flexner has written a series of medical biographies dealing with contributions of American cutter-uppers to medical propers. Viking will publish the book next fall.

win publish the book next fall.

Sale of 'Matter O' Money' to
Esquire gives 15 stories this year to
the credit of Edwin Baird, Chicago
writer. Baird is also author of last
year's prize Liberty short-short.

telligent person review these programs? When one does not know the difference between a tenor and a barttone, I should think it would be time to find out where that person has a chance to voice his opinion i

rint. For your information Donald Dick-For your information Donald Dick-son is a baritone and not a tenor, and speaking about theatrical tradi-tions, how much does Land know about them? Better put Land back in the mailing dept until he knows what he's talking about. Please point out to Mr. Land that there is only one tenor (Mr. Melton) on the Sealtest show.

on the Sealtest show.

George M. Miles.

[Paragraph in Vanixty's Radio Review, containing the reference to Donald Dickson, read as follows:

Program also includes another tenor, Donald Dickson. In the old vaudewille booking days it would draw a rap for the layout man who contrasted two acts of similar character, a single program for character a single program. Ex-cuse here—realistically—must be cuse here—realistically—must be that the agency is having enough Readaches filling out the hour without bothering with (if it knows about) theatrical traditions. Tekson is first rate.]

An Outlaw Station Station CHAB; Moose Jaw, Sask., April 3.

Moose Jaw, Sask, April 3.

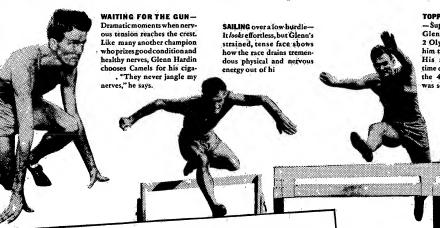
Editor Variety:

We want to thank you for that plug you gave us, but are also glad of the opportunity of letting you know that CHAB was never an outknow that CHAB was never an outlaw station, and is not a communityowned station. It used to be a community-owned station but, owing to
drought conditions, that idea had to
be dropped, and it is now owned by a
small group of Moose Jaw citizens.
It is true we had some difference
of opinion on certain matters with
the old Canadian Radio Commission
of west off the air to commission

and went off the air to emphasize our point, but we have always worked in the closest harmony and cooperation with the new Canadi Broadcasting Corp.

H. C. Buchanan, tation Manager.





TOPPING a high hurdle—Superb form helped Glenn win honors in 2 Olympics—brought him the world's record. His record-breaking time of 50.6 seconds for the 400-meter hurdles was sensational.

BREASTING the tape
—After clearing 10
hurdles Glenn Hardin calls on his reserve energy to send
himflying tothe tape.
And after the finish,
he lights up a Camel.
Why? Because, in his
own words: "Camels
help to ease strain.
They set me right."



THE YOUNGEST MAN ON THE OLYMPIC TRACK SQUAD. Glenn Hardin was only 20 years old when he won his first Olympic victory for the U. S. He eats sensibly—takes good digestion for granted. The picture below shows Glenn enjoying his favorite meal—rare, thick, juicy steak, green vegetables, fruit, milk, and Camels. As Glenn phrases it: "It wouldn't do me much good to eat and not digest properly. So I smoke Camels for digestion's sake. It's grand to enjoy the sense of well-being that comes when digestion is going along o-kay."



"NO MAN wants jittery nerves around high-voltageelectricity," says Raymond Newby, radio engineer. "That's why I choose Camels. I've heard, and my own experience convinces me, Camels don't jangle the nerves."



AIR-HOSTESS Betty Steffen observes: "I strive to be alert every single minute. So it's natural for me to prefer Camels. Camels set me right. I smoke as many Camels as I please. They never get on my nerves."



MRS. ANTHONY J. DREXEL 3rd enjoys an after-dinner Camel. "Social life keeps nerves on the que vine," she says. "Smoking Camels tends to minimize the strain. It's my experience that Camels encourage a sense of wellbeing. They're so mild."



HEAR HIM—
LAUGH WITH HIM—
JACK OAKIE'S COLLEGE

A gala fun-and-music show with Jack Oakie running the "college"! Catchy music! Hollywood comedians and singing stars! Join Jack Oakie's College. Tuesdays—9:30 pm E. S.T., 5:30 pm M. S.T., 6:30 pm P. S.T., over WABC-Columbia Network.

CAMELS NEVER GET ON YOUR NERVES!

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64 PAGES

US. UNIONIZATIO

Ptsbg. Cinema Tries to Oust 'Em

ittsburgh, April 20.

A sit-down strike staged by more than 500 youngsters, ranging in age from 6 to 10, at WB's Enright theatre Saturday morning (17) may spell the end of weekly sponsored kiddle shows there. Idea originated with Women's Federation of Women's Clubs nearly three years ago, that group picking selected set of films to be shown juyes every Saturday for 10c., and over that period has grown to house's capacity, 4,000. Probably most successful show of its kind in country.

Recently, when Enright's kiddle program celebrated third anniversary, more than 1,000 tots were turned away. In meantime, show has acquired, in addition to screen fare, amateur performances and songlest, which have lately been broadgast over WWSW every week under joint sponsorship of Haller Baking Cô, and Meadowgold Milk.—Insiders say whole thing is result of long-standing feud between Federation and Parent-Teachers' Association, 'specifically East Liberty branch of latter. Recently PTA protested to Warners about Enright shows, claiming youngsters were remaining too long, most of them steking around all afternoon for regular adult bills and also protesting about quality of fare dished out to tots, but 'WB turned group over to Federation heads, insisting matter was out of circuit's hands.

Following series of conferences between representatives of each, it was decided to put kiddles out of Enright immediately after end of regular children's show, which last from 3:30 to noon. Announcement to that effect was made week ago, with result that attendance fell of from 3:500 to less than 500 on Saturday.

Some trouble was apparent from tempers of youngsters going in early.

Some trouble was apparent from Some trouble was apparent from tempers of youngsters going in early. When at 12, George Bronson, man-ager of Enright, stepped to stage and told juves their show was over and they'd have to go a charge of eathave to go, a chorus of cat-(Continued on page 27)

Max Hart Has Yet To See Anything Of \$3,000 Benefit Coin

Max Hart's benefit for himself at the Hudson, N. Y., April 4, grossed close to \$3,000 in ticket sales and donations, but the ex-No. 1 agent is said to have not yet seen the coin. His former wife slapped an attachment of \$50,000 on the box office the night of the show, claiming back alimony, etc.

the night of the show, claiming back almony etc.

Hart's beight proved a washout in more ways than one. Most ticket buyers din ot attend and a good percentage of the talent lined up did not make an appearance. Alan Co-relli, of the Theatre Authority, recruited some acts playing a club as the Astor hotel to fill out a show for the few customers who were out front.

Tip Off on Fame

Lorenz (Rodgers and) Hart Lorenz (Roogers and) Hart and Teddy Hart are brothers; who look alike, except that the former is a songsmith and Teddy Hart is an actor, most prominently identified with the stage (Yokel) and screen (WB), versions of "Three Men On a

Horse.
At the premiere of the new Rodgers and Hart musical, Babes in Arms, at the Shubert, N. Y., last week, Lorry Hart was quite flattered when somene requested his autograph, a distinction not usually accorded such anonymities as authors, but quick disillusionment came with the signature hound's parting shot:

"Thank you; you certainly were most wonderful in "Three Men On a Horse," Mr. Hart."

MAUDE ADAMS. 64, MAY MAKE HER 1ST PIC

Maude Adams may star in her first film in the fall. Actress is considering offers and is expected to signature a one-pic pact if suitable story can be found. There's also a chance of her returning to the stage if she likes any of the scripts she's now reading. Wants to come back but won't do it unless she can get right story.

Miss Adams is 64 years old. Her last legit appearance was in 'Twelfth Night,' at the Playhouse. Ogonquit, Me, in the summer of 1934. Two seasons previously she toured in 'The Merchant of Venice'. Last Broadway appearance was in 'A Kiss for Cinderella,' in 1917.

'Man Without Country' Met Preem on Coronation Day

World preem of Walter Damrosch's new opera, 'The Man Without a Country,' based on the Edward Everett Hale story, will be May 12 at the Metropolitan Opera House, N. Y. Met management had no thought of the Coronation Day, it avers, and intended no itonic reference to the Duke of Windsor in skedding the opera, Claim the May 12 date is just epiniedness.

I.A.T.S.E. MOVE

To Take In All Branches of Show Business - William Green, AFL Prez, Backing Up George E. Browne, Head of IA — Vertical Unionization in Theatres on Heels of Coast's Union Accord

EVEN OUTDOORS

icago, April 20.

Complete ization of all branches of workers i theatres throughout the U. S. and Canada was decided upon by the International Alliance of Theatrical Stage Employees at a special meeting of the national board in Chieago last week. This 100% unionization drive is being conducted with the full backing and cooperation of the American Federation of Labor and its president, William Green.

its president, William Green.

IATSE president George E. Browne stated that the unionization campaign starts immediately, and 'immediately' means just that. As soon as the executive board meeting was concluded and the unionization motion became an order, 'the various members of the executive committee hopped trains and planes for their designated territories to take over their individual duties in the international drive.

This unionization campaign will

This unionization campaign will cover the entire theatrical field, and

Studio Labor Org.

Hollywood, April 20. New Studio Labor Federation, composed of organizations out-side the producer-labor basic agreement, is taking shape and demands already have been made on producers for recog-

made on producers for recog-ition. Among 14 groups de-manding union shop are Sercen Actors' Guild; and Painters. Decorators. Paperhangers Makeup Artists." Charles Lessing is here from N. Y. to advise on or crafts.

opera, Claim the May 12 date is takeover of workers in theatres just eoincidence.

MALE STRIPPERS NEXT?

Minneapolis, April 20.
s a stunt to attract femme patronage, Harry Hissch has added a tree, from the building of it to the male chorus of six University of Minnesota students to his Gayety theatre burlesque stock,

(Continued on page 3)

500 Kiddies in Sit-Down When Model AFL APPROVES Blue Unit Titles Bringing Protests In Midwest; Mgrs. Cleaning 'Em Up

Team 'Em

Another of those after-dinner games is around. Object is to appropriately team authors and composers, as if the works of the writers were to be scored. It goes something like this:

SCORE

It goes something like this:
AUTHORS
SCORE
Teddy Dreiser...Tschaikowski
Katharine Brush...Cole Porter
'Gone With the Wind'
Birth of A Nation' (Intact)
Emie Hemingway
Maurice Ravel
Alex Woollcott., Stephen Poster
Zane Grey.......Billy Hill
Edna Ferber.....Jerome Kern
Gen. Hugh Johnson....Sousa
Noel Coward.....Noel Coward
Octavus Roy Cohen
Cotavus Roy Cohen
T. E. Lawrence...Max Steiner
Boake Carter...Gus Edwards
O. O. McIntyre...Ferde Grofe

HULA BUMPERS TO BALLYHOO **CAMERA BIZ**

Rochester, N. Y., April 20.

With use of candid cameras in burly houses, niteries, etc., being encouraged, Eastman Kodak now is promoting free hula dances in Hawaii so that tourists will have opportunity to use up more film recording the exponents of the Hawaiian brand of bumps.

Revival of the candid camera nightgag received a big boost during the
past week when Loew's State. N. Y.,
stayted using the stunt. Several
night clubs are conducting special
nights at which the candid camera
bugs can operate on 'a wholesale
scale as are the burlys which heretofore squawked at its strippers
being lensed.

Exportinge has been that the can-

manding union shop are Sereen
Actors' Guild; and Painters
Decorators. Paperhangers
Makeup Artists.

Charles Lessing is here from
N. Y. to advise on or crafts.

Indivi ual and collective recognition to be asked by outfit which will get an omane at meeting Frime and the series of the

Mae at Central City?

Hollywood, April 20.

Mae West is mulling an invitation to present 'Diamond Lil' at the annual Central City, Colo., play festival July 17 to Aug. 7.

Richard Aldrich is

Theatres in the midwest are beginning a self-imposed campaign to clean up their own marquees as far as unit titles are concerned, following a threat of reprisals from the Parents-Teachers Associations in several towns and also from the Legion of Decency. And even in spots where recognized decency bodinave raised no direct objection, as yet, the theatres are hurrying to catch up on themselves due to the comments of patrons coming out of theatres after viewing the shows.

An increasing number of people have come up to house managers to say that they wouldn't come into a theatre which advertises such entertainment as is indicated in the unit titles.

Managers are becoming aware of the public's growing reaction against titles which promise plenty of blue stuff on the stage in gags and un-draped torsos. Some of the titles

are; "Un-Dress Parade," (Skin Scandals," Follies Brasseries," (Peek-o-Tease," Busts and Bustles," The Strip-Downers, "The Sixty-Niners," The Hawaiian Lei Revue, 'Nudes of the Day, 'Nudes in Broods, 'Strips and Stars,' 'Stripping the Stars.'

Sioux City, Ia., April 20.
Sioux City has frowned on the strip-tease acts. The heat was turned on the 'Stars and Strips' show at the Orpheum and the act, 'How a Woman Should Undress Before Her Husband' was cut out after being shown three times. The Catholic League of Decency, the Ministerial Association and other organizations made a strong protest and Catholic clergy attacked the show from the pulpit threatening to boycott the theatre unless the objectionable act was withdrawn. was withdrawn.

was withdrawn.

Mickey Gross, Orph manager,
sued a statement saying he woul
not bill any more strip-tease sho

SEC Reveals Profits Of 10 Hearst Papers As \$4,885,589 in '36

Profits and losses of 10 Hearst

Profits and losses of 10 Hearst newspaper enterprises are revealed in statements filed with the SEC in Washington recently, as required by law, prior to floating of a \$22,500,000 debenture issue. Ten papers, including the group known as Hearst Publications, Inc. and subsidiaries, made an operating profit of \$4,885,569 last year. The peak of the 10-year period was in 1292 at \$10.121,170; the low point for the group with 1933, with profits of \$3,521,973.

American Weeldy and Puck-The Comic Weeldy, included in the group but not in the above figures, registered a low profit in 1927 of \$485,707 and reached a high point in 1936 of \$2,599,292.

Newspapers included in the group.

Newspapers included in the group with last year's figures given and the (Continued on page 15)

U. S. Att'y General Keenan on Coast **Augurs Possibly Another Pix Probe**

ollywood, April 20.

A Federal investigation into various phases of the picture industry is believed imminent with the arrival here of Joseph B. Keenan, assistant U. S. attorney general. Walbert Law, special aide to the attorney general, has been here for the past month quizzing up to 50 indie exhibs.

Belief is prevalent that Law will take his findings before a Federal grand jury. Primary concern of investigators is violations of the antitrust laws and government consent decrees, says Law. Keenan is naturally silent concerning his mission which makes for plenty of speculation as to which way the Sherlocking will turn next.

TASHMAN KIN **SUING ED LOWE**

Attorneys for the sisters of the late Lilyan Tashman, film star, will ask N. Y. Supreme Court Justice Miller for an order today (Wednesday) directing the appearance of Edmund Lowe, film star and widower of the deceased, to appear for examination before trial in the N. Y. Court

amination before trial in the N. Y. Court.

The sisters filed the suit several months ago. They claim they are entitled to over \$120,000 as their share in the jewelry and other personal effects of Miss Tashman, regardless of the law of California, which gives Lowe the entire estate.

Two New Recording Plants for H'wood. Each to Cost 250G

Hoflywood, April 20.
Two licensees of Electrical Research Products will build new studios here, each to coast around \$250,000. Plant to handle recordings for independent producers using the General Service lot is already taking shape. World Broadcasting is having the other blue-printed. No site will be picked until the arrival next week of Percy L. Deutsch, president of World.

week of Peter I. Bedisch, pleasach, of World,
World has been turning out its transcriptions at General Service but conflicting schedules with picture makers has made it advisable to set up i own quarters. Pat Campbell, local head of World, is making location surveys to submit to Deutsch on his arrival.

Paramount on Parade' Scrams After 5 Weeks

Hollywood, April 20.

'Paramount on Parade' checks off the air after the final broadcast of April 25. Air show had been on for five weeks, and drew pannings.

Advent of daylight saving time pushes Hollywood origination, time to 8 a.m., and is held to be disadvantageous to best efforts of players. Idea is to hit the east at noon and not interfere with b.o.

'Wake Up's' 2 Air Ballys

'Wake Up and Live,' 20th Century-Fox musical, gets two major network plugs this week. First of these breaks came last night (Tuesday) with an all-20th Century cast taking part i the Ben Bernie-American-Can program over NBC, while 'Hollywood Hotel' (CBS) will contain a group, including Walter Winchell and Bernie, from the picture, on Friday night's (23) broadcast.

'Wake Up' opens at the Roxy, is week (23). Wake Up and Live, 20th Century. Fox musical, gets, two major network plugs this week. First of these breaks came last night (Tuesday) with an all-20th Century cast taking part i the Ben Bernie-American Can program over NBC, while Hollywood. Hotel' (CBS) will contain a group, including Walter Winchell and Bernie, from the picture, on Friday nights (23) broadcast. "Wake Up' opens at the Roxy is week (23).

E. G. ROBINSON EAST

Edward G. Robinson arrives in New York tomorrow (Thurday) for personal appearance same night at the Criterion, N. Y. Actor is in Thunder in the City (Col), opening at the house that night. Will remain east for guesters on Kate Smith radio show April 29 and May 13.

Davlite Time April 25

Change to daylight saving time occurs at 2 a.m. Sunday (April 25) next, in New York and several eastern keys.

14 PIX ON U SUMMER SKED

Hollywood, April 20.

Universal production slate up to the end of July has been announced after a series of confabs by Charles R. Rogers, J. Cheever Cowdin and James R. Grainger.

West Coast Limited and '100 Men and a Girl' are skedded for April 26; Channel Crossing,' May 3; 'Radio Patrol', Serial, May 17; 'Heather of the High Hand, June 7; 'Broadway Jambore,' June 12, 'Night Patrol', June 21; 'Scoop,' June 28, and a Trem Carr entry, either 'Hell on 'Icé' or 'Adventure's End,' also on June 28; 'Four Black Sheep,' July 5; 'Behind the Mike,' July 12; 'Synthetic Gentleman,' July 12; 'Carnival Queen,' July 19, and 'im Tyler's Luck' (serial), July 26.

After much indecision, ollywood has been decided upon as the location for Universal's convention. Sessions start May 17 and will last for five days. Decision was made after conferences between J. R. Grainger and J. Cheever Cowdin.

Meet will bring 175, attendees on a special train, including district and branch managers, salesmen, home office execs and foreign reps. Party arrives here on May 16 and will quarter at Ambassador hotel where business sessions will take place.

Howard Dietz, William Ferguson and J. S. Mercand Learner, and J. S. Mercand

Howard Dietz, William Ferguson and J. S. McLeod, manager in charge of exchange operations for Metro, leave for Hollywood Thursday (22) arriving Sunday to make preliminary plans for Metro's convention, opening May 2.

'Mt. Music' a Bonanza For Hillbilly Virtuosi

Hollywood, April 20.

'Mountain Music' is proving sweet
music for members of the Musicians' Union who can play jewshaps, zithers and bazookas.

Boys originally hired for a few
days have averaged \$425 out of the
Par production to date, due to !Tact
that after piece was practically completed by Chuck Reisner he chucked
it and it was reshot with Bob Florey
directing.

it and it was reshot with Bob Florey directing.
Picture was made at Mailbou Lake and the Lansky Ranch, iving bearded Bachs plenty of fresh air and sunshine. One musician, starving for months, picked up not only several hundred bucks, but recuperated from a broken rib and gained 18 pounds.
Mountain Music is Bob Burns' fort starrer.

Eileen Creelman's Radio Audition: Film Chatter

ileen Creelman, icture critic for the N. Y. Evening Sun, may go on the air to do a half-hour of gossip on Hollywood.

She has had several auditions and is negotiating for a contract with a toothpaste commercial sponsor, makers of Pyrocide.



KEN MURRAY

Jersey City Journal: "Ken Murray and his stooge, Oswald, on the all wednesday night in their new peopram and the stooge, of the stooge of the

irection:
WILLIAM MORRIS AGENCY

H'WOOD CUFFO TALENT'S HOPES

Hollywood, April 20.

If you can't sell it to pictures, give it away, is the current pragmatic philosophy of talent in Hollywood. Act, as result, are airily tossing their routines away-under the belief that it's good publicity and maybe there's a talent scout in the audience. Payoff at best is a free meal, acts entertaining the diners from the dessert course on, thereby gypping themselves out of even cigars and coffee.

Some of these free shows are even wired for sound, the talent giving their services to radio in these cases as well as the 'celebrities gathered around the festive board.

Tops of them is the L. A. Breakfast. Club which meets every Wedinesday morning from 8 a. m. to 10 a. m. Ham-and-eggers easily convince layoff talent that 10 minutes before such a class audience, topped ith flashlight photos, will be the makings of guys who've been made for 20 years.

Breakfast Club has recently run.

be the makings of guys who've been made for 20 years.

Breakfast Club has recently run into competition from the Scotch Treat Club. Their show runs from noon till 3 p. m., also on Wednesdays. Treaters, modelled on Dutch Treat of: New York, have Rupert-Rughes and Irvin S. Cobb alternating as m.c.'s. Thing is an outgrowth of old Writers' Club which had its own clubhouse on Sunset boulevard. Club is now a restaurant with outown clubhouse on Sunset boulevard. Club is now a restaurant with out-door features, though it still has quarters for the Writers upstairs. -Hughes, Cobb and Lee Shippey were head men of that one, and they are now chief figures in keeping Scotch

now chief igures in keeping Scotch Treat in limelight. Scotch Treaters meet in Holly-wood Athletic Club and play to ca-pacity, especially with free show thrown in between courses. Entertainers get paid in applause and handshakes from people better off

nanosnakes from people better than themse'ves.

Everything from bits of new operas to full routine of magicians goes on these programs. Only ones who can hope to benefit are authors cially their last ones which are just out or due out any minute.

Vincent's MPTOA Radio Comm. Postpones 1st Meet

Radio Film Broadcasts

'Marked Woman' and 'A Family Affair'

'Marked Woman' and 'A Family Affair'
Striking examples of how radio may and may not be used for pix ballyhoo were offered Friday (16) night. Metro's forthcoming 'A Family Affair'
was dramatized on 'Movie Club' show over WHN at 8 o'clock. Immediately following, Warner's 'Marked Woman' was aired in tabloid form on
Campbell Soup's 'Hollywood Hotel' over WABC-CBS, beginning at

o'clock.

Allowing for difference in cost of the two shows and fact that 'Hotel' one of the more ambitious efforts over a major network, while 'Club' is a comparatively modest undertaking, nevertheless the contrast couldn't be overlooked. 'Marked Woman' was given every advantage that a rich sporsor, large network and leading film studio could hinti it. It was capably scripted, convincingly played by the same actors who appear in the pic and (if radio can possibly hypo pix at the b.o.) might arouse listener yen to see the film.

to see the film.

'Family Affair,' on the contrary, italicized faults of the story rather than dressed it attractively. Yarn is loaded with hoke and, while Lionel Barrymore, Spring Byington and others of the film cast may be able to make it credible, the 'Movie Club' players only accentuated its weaknesses, Difficult to imagine anyone listening to the broadcast and then wanting to see

the pic.

Both 'Marked Woman' and 'Family Affair' are melodramas calling for heavy emoting. And both dramatizations left solution of the story in the air and the fate of the characters in doubt. That was probably helpful i the case of 'Marked Woman'. But after hearing the 'Family Affair' dramatization, few would care what happens to the characters.

20th Century-Fox Asserts Right To Profit on Stars Loaned to Radio

PHILLY'S SOLUTION?

To Pix-Radio Puzzle—WB Ties With Station WCAU

Philadelphia, April 20. Solution to problem of whether airing chunks of film before openings hurt or helps biz; may lie innew stunt being tried here by WCAU in co-operation with Warner Bros.

in co-operation with Warner Broscircuit.

Idea is a program titled Let's Goto the Movies: Etherized 7:30 to 7:45 Wednesday and Friday evening by Fowers Gourand on WCAU, he reviews pic without revealing too much plot and airs sequences from it. Both talking and singing sequences ethered directly from film soundtrack by cutting out sections Gourand wants, splicing them together, and running them through special pick-up apparatus devised by station's engineers.

Both radio outlet and film execs reported pleased with result. Station gets interesting and listenable prog—such as Nelson Eddy and Jeannette MacDonald chirping in Maytime'—and Warners claims it's helpi ic biz.

SAILINGS

May 1 (New York to Los Angeles)
Joe Weber (Pennsylvania).
April 24 (New York to Genoa) Mr
and Mrs. Robert E. Sherwood (Conte

di Savoia).

April 23 (New York to London)

Hildegarde, Anna Sosenko (Ile de

April 21 (London to New York)

Rufus Le Maire (Normandie).
April 21 (New York to London).
Ed Murrow, Cornelius Vanderbilt,
Jr. (Manhattan).

Jr. (Manhattan).
April 21 (New York to London)
Gloria Swanson, Dorothy Kilgallen,
Eugenie Goossens (Queen Mary).
April 20 (New York to Genoa) Mr.
and Mrs. Ray Bell, Pietro Cimara
(Roma).
April 17 (Los Angeles to New
York) Howard Lindsay, Russell
Crouse, Harlan Thompson (Santa
Paula).

Lindsay, Russell Crouse, Harlan Thompson (Santa Paula).

April 17 (New York to London) (Charles and Kathleen Norris (Bremen).

(Bremen).
April 15 (New York to London)
Gwen Farrar (Berengarla).
April 15 (London to New York)
Senator Murphy (Ile de France).
April 14 (New York to London)
Guthrie McClintic, Karl Laufkoetter
(Hamblure).

N. Y. to L. A.

Neil F. Agnew. Herman Bernstei Wyn Cahoon. Jimmy Campbell. Leo G. Carroll. Leo G. Carroll. Errol Flynn. Bob Gillham. Lorenz Hart. Lou Ir G. R. Lee. Richard Rodgers. Irving Sherman. Louis Shurr. Sylvia Sidney. Dimitri Tiomki Hollywood, April 20.
Advertising agencies using picture talent on the air are tiffing with the front office at 20th-Fox because of the high prices forced by that studio, Although roundly denied, agency buyers claim that players from that lot are forced to kick back to the studio half of their radio earnings.

studio half of their radio earnings.
Studio execs explain that this impression gained currency due to the fact that actors sought for guest shots are placed in the same category as those loaned out to other studios, which means the asking price above the regular contract figure.
Studio argues it is entitled to make a wroft on its players in compensa-

Studio argues it is entitled to make a profit on its players in compensation for the years and money poured into the buildup of its contractes. Agencies are fearful that other studios may take the same slant. Players also are worried, figuring the high prices may kill off the guesting bi

RKO REORG SET WITHIN 3 MOS.?

RKO's marked improvement under direction of Leo Spitz since he became president now augurs that RKO may be reorganized financially in about three months, or sooner than anticipated. It is understood that certain changes may be expected in the pending reorganization plan, such as to improve the position of general creditors under the plan. At 10 a. m. on Thursday (22) next Special Master George W. Alger begins a series of hearings on the plan at the Bar Association Bidg., 36 W. 44th street, N. Y. RKO's marked improvement under

L. A. to N. Y.

Don Becker A. L. Berman Joe E. Brown Russell Crouse Montgomery Don Gilman. Dema Harshbarger. Doma Harshbarger.
Phillips Holmes.
Dr. Herbert T. Kalmus.
Myron Kirk.
Edwin Knopf.
Mr. and Mrs. Lawrence
Howard Lindsav.
George D. Lottman.
Leo Morrison.
Jack Robbins.
Edward G. Robi
Mike Rosenberg.
F. Z. Ryan.
John Monk Saunders.
Don Shaw. Lawrence Languer. Stein Pauline Swanson. Harlan Thompson. Jack Votion.

ARRIVALS

Poultney Bigelow, Mr. and Mrs. Lawrence Stallings, Jascha Heifetz, Florence Vidor, Errol Flynn, Arthur. Schwartz, Karl Grune, Clifford Almy, Peter Maurice, Jimmy Phil-lips, William Van Deveren, Marek

PIX CASH CLIX DOWNTOWN

Monogram's \$4,870,000 Sales Quota for New Program; 42 Pix

Monogram, which gets back into the field this year with W. Ray Johnin at the helm, is setting a

sales quota for the comi 1937-38, of \$4,870,000. is quota is spread over a program of 26 fea-tures and 16 westerns. It compares with a sales target two years ago for

tures and 16 westerns. It compares with a sales target two years ago for Monogram of \$3,500,000 on a proram of 20 features and 10 westerns. Johnston declares that the budget on the pictures to be made for the 1837-33 film year will run about 25% higher than eyer before for Mono, one distribution quota.

Company will start selling May 1, although the conventi will not be held until May 7 and 8 at the Hotel Drake, Chicago. At the present time 22 exchanges are open, nine yet to be organized. This number includes three branches which Mono itself will operate, in New York, Philadelphia and Washington, balance of six being under franchises which have already been contracted. These six branch points, to be opened by May 1, are Salt Lake City, St. Louis, Mineapolis, Buffalo, Albany and New Haven. Branches will total 31.

While Monogram will produce all of the 26 features and 16 westerns scheduled, the company may buy outside product for any territories, which need additional pictures, according to Johnston. It would this serve as a source of supply for such territories, based upon demands of franchise holders. This will be a new policy for the revived Mono company.

During May and June, Mono will

company.

During May and June, Mono will sell product for delivery beginning July 1. By that date expectations are that seven ictures will be in the

WALL ST. SEES MORE EDUCAT'L PIX PROD.

Recapitalization set-up for Educational Pictures is regarded in Wall Street as being carried out at this order to provide additional coin for feature production.

Details of the full-length film plans not fully known the Street, but considerable interest has been aroused in some quarters in dealings on rights certificates in the Overthe-Counter market. hese would apply to stock when issued.

Ed Sutherland's 'Miss Quis' Bid as Indie Pic

Eddie Sutherland, Par director, is dickering with Vinton Freedley for film rights to 'Miss Quis,' Ward Morehouse play current at Henry Miller's theatre, N. Y. Before leaving for the Coast last week Sutherland told friends he hoped to do the ic as his first job as independent producer. Wants Carole Lombard for it, reedley office confirmed fact that Sutherland is dickering for it, but said several other film offers have been received. Nothing set. Understood Miriam Hopkins and the N. Y. Sun (Morehouse: paper) are among backers of the show. Miss Hopkin 'and Morehouse re rsonal frien

Hepburn's New Manager

in has gone to the Herman in has gone to the Coast to become personal manager for Katharine Hepburn. Understood he'll probably be used in some capacity by RKO for actress' next film for that stu io.

this season as company manager of the Theatre Guild's Jane Eyre pro-duction. Was previously with other Guild shows and with Katharine Cornell.

Alter Ego (Vocal)

Buddy Clark, CBS contract singer, vocal-doubled for Jack Haley in Wake Up and Live' (20th-Fox). Plot calls for Haley to play a crack radio

crooner.

New problem now is what will Haley do in future filmusicals? It may necessitate 20th placing Clark under coincidental contracting in order to preserve the topnotch vocalizing impression.

preserve the topnotch vocalizing impression.

Haley hails from Broadway musical comedy, has always handled light comedy numbers, but never made any pretext to fancy ing.

ROSENBLATT ON NEW PROD. **OUTFIT**

Hollywood, April 20.

Sol: A. Rosenblatt, former Admiristrator of the film code, is in picture production with the new Renowned Artists Corp., organized in Delaware, which includes in its setup Lester Cowan, Rosenblatt's brother-in-law; Tay, Garnett, John Ford, directors, and Ronald Colman, actor, Finances are being swung by Louis Lurie, San Francisco realtor and theatre operator.

Outfit is dicketi ith United Artists to release its pictures, but UA will not be involved in its financial structure.

Plans call for a mi imum of three pictures on the 1937-38 program, films to average around \$500,000 eachin cost. Organization is seeking several more draw names and is attempting to induce William Powell to come in.

Former NRA administrator of the motion picture code, Sol A. Rosenblatt is also attorney (Rosenblatt & Jaffe) for Monogram Pictures Corp. and a sizable stockholder thereof, under recent reorganization of Mono. Hollywood, April 20.

CUKOR WANTS B'WAY INGENUE FOR 'WIND'

Reported that George Cukor wants Katherine Locke for a role in Selz-nick production for Gone With the Wind, is trying to borrow her

is trying to borrow her from B. P. Schulberg, has her under contract. Actress' contract with Marc Connelly for 'Having Wonderful Time,' now i inth week at the Lyceu'n N. Y. runs until September, though question if play will stick that long. Wi is figured to begin grinding in six or eight weeks. Miss Locke is member of a group of young Broadway players rehearsing for practice' under direction of Benno Schneider, thers plan a cooperative-legit production venture in the fall, but actress isn't in on that. Goes to Coast when Time' closes, rdless. Handled by Sam Lyons.

ns, April 20:

ns, April 20:

Ince local girls and two Tulane students have signed 45-day options will bavid O. Selznick, John arrivow, assistant to George Cukor, it rector, innounced Saturday (17). The options are result of the Come. With Wind' buildup.
Options were taken George and Lelia Werlein, students at Wright High School. The men signed are Philo Smith and J. Seitz Whitt, students at Talan

WALL ST. LIKES THAT QUICK COIN

Hence, Unlike Former Years, the Bankers Are Loosen ing the Purse-Strings-Film B.O.' Are Liquid and Quick Cash-Produc--No 90-Day or Long ing-Credits as in Other Biz

SHOWMEN EXECS OK'D

New ambitious plans of major and ndependent film producers for 1937-38, together-with-mounting produc-tion costs, have been given the unequivocal go-ahead signal by Wall Street. Trend towards higher admissions, persistently increasing grosses, upped film rentals and generally improved business all figure in this liberal attitude. But there is more in this about-face from the status of a few years back than just these factors.

these factors.

Perhaps the most prominent factors to have convinced bankers in
the street that the picture business is
a sound investment are the ways the
various film companies have
straightened out their financial
structures. With the films' financial
structures, with the films' financial
structures, with the proper for the most
part, the banking houses are attracted to this 'cash' operating angle
if for no other reason than that it is
regarded, as highly, preferred to themethod used by other industrial
firms.

method used by other industrial firms.

Most picture companies bill pictures three and four days in advance of playdates, with collections generally made soon after the film opens. To Wall Street money men this means quick and assured turnover on their loans. No 90-day billings or credit for long periods as is the case with other industries.

Fact that money is cheap, that more is available than has been for some time, and that bankers are always on the lookout for quick-turn loans with reliable firms, also figures in the scheme of things.

Further discernible trend is thenew attitude in the street of permitting picture companies to operate freely under their own executives, with few suggestions from the bankers. This is reflected in the policy of letting the showmen fleading the big picture companies.

ers. This is reflected in the policy of letting the showmen fleading the big picture companies. New slant is that Wall Street believes most picture companies have sufficiently she executives to know how much and where the coin should be spent. Think that now the more soney they put up, the more business they ill obtain from the same companies later.

This entire change of atmosphere in the street is bein reflected in persistent and picture company issues. In striking contrast to the manner in striking contrast to the manner in which this group was shunned as recently as three and four years ago. At high this general enhancement in valu, of course, is the natural tendency of amusement stocks to figure in the foreground of any recovery movement.

Stella Adler Becomes Sandra Aran for Pix

Par Out to Rehabilitate Its Foreign Film Revenue; Now Ranks No. 3; M-G Tops, Over \$28,000,000

When Jaffe Meets Jaffe

When Frank Capra and Robert Riskin sailed for England last Wednesday (14) there was some confusion at the pier to locate Sam Jaffe. Turned out there were two of them present. One was the actor who played the High Lama in Lost Horizon, present to see the Columbians off. Other was the Hollywood agent.

First time they'd met.

PUBLICITY NIX **ON SALARIES LOOKS SET**

Washington, April 20.

Washington, April 20.
Erasing of salary publication clause of Federal income tax laws looks all set following approval by a House committee of legislation repealing provisions under which earnings of all persons getting over \$15,000 per annum are opened for general inspection.

With publicity clause foes claiming the practice encourages extortion, blackmail, snooping and kidnaping, the House Ways and Means group last week speedily approved the Doughton repealer. Measure will receive go-ahead sign from the Rules committee soon and may be passed before the end of the week.

Under the present statute, names and annual income of several thousand film people have been used for headline fodder.

Testing Adele Astaire For Comeback in Pic Role Opposite Buchanan

London, April 19.

Possible that Adele Astaire (Lady Cavendish), sister and once dancing partner of Fred Astaire, will ake a professional comeback via films. She is conferrin with Jack Bu-chann to support latter in a new

of Mi Astaire is now undergoing voice and photographic tests to determine sercen possibilities.

COLUMBIA ALSO NOW HAS THE OPERA YEN

Gian-Carlo Mcnottl, 25-year-old composer, and Curtis Institute of Music grad, is being sought by Commission of Music grad, is being sought by Commission of Mission o

Sheldon-Selznick Split

o pictures

Metro tops the trade i enue with an estimated more than \$28,000,000 yearly bulk. Twenti Century-Fox ranks second, Paramount.

eign en

era left their adverse brandi

management uncertainties management uncertainties which came in the wake of Par's re-ceivership and bankru period, during the Zukor regime, had its ef-fect on production. That, in turn dented the foreign take. Par'; greatest setback in foreign revenue seems to have been during the briel reign of John E. Otterson as president.

dent.

Today, for the first time, now that Par is on the upgrade, the firm is steamed up to boost its foreign situation.

steamed up to boost lis foreign situation.

It is admitted that bankruptey and studio uncertainties inherent in such inancial dilemmas as experienced by Paramount over a three-year period, took heavy toll on Par's foreign morale and business.

London is beckonling, therefore, to Barucy Balaban, company president, for the first time since he took office in New York, Adolph Zukor, on the studio end, while east recently, also dug into the firm's foreign situation. John W. Hicks, Jr., vice-president in charge of foreign, already is abroad making his survey as customary each year.

It is understood that John Cecil Graham, Par's London rep, is aware of Adolph Zukor's viewpoints regarding the foreign situation and Graham expected to act accordingly, umont British is figuring on an

umont British is figuring on an eastern and western sales convention early in June, contingent upon the policy for GB of America, to be de-(Continued on page 27)

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MAXWELL AGAIN NIBBLING AT IDEA OF TOPPING G-B VIA A DEAL WITH 20TH, MG

\$7,000,000-\$8,000,000 Could Swing It-Presence of Kent and Rubin in London May Achieve Something Concrete-Metro Reticent, However

John Maxwell has been nibbling again at the potentialities of topping the British film industry through control of Gaumont-British by acquiring the present equities in GB as held by the 20th Century-Fox and Metro, American firms. This is outside of whatever Maxwell's rights may be under his much mixed up deal with the Ostrers. Maxwell's offer for the combined American equity is put at \$7,000,000-\$8,000,000. Sentiment seems to be that the

Sentiment seems to be that the Maxwell nibble may be among the things which Sidney R. Kent, president of 20th Century-Fox, will consider while here, and that the possibility also is that J. Robert Rubin, Metro's counsel, is here for the same

Metro's counsel, is here for the same purpose.

The hitch for Maxwell, however, is whether he can obtain those unalterable assurances of a supply of product from the American firms as a condition precedent to making a deal on the shares. This looks unlikely. There are legal obstacles and, additionally, there seems no purpose in the American firms committing themselves to a presumed although not official franchise to Maxwell, or anybody else for that matter.

not official franchise to Maxwell, or anybody else for that matter. Under terms such as Maxwell might hanker, the American firms need have no qualms because con-ditions are such as not to require any such defensive measures to be pursued by the American companies in order to obtain representation here.

in order to obtain representation here.

Maxwell may have to consider making just a stock deal without conditions and leave the rest to regular trade negotiation.

Then, agai, it is not by any manner of means certain that the American firms, even though having an offer for their shares, will sell at this time. It is considered questionable from the Metro angle, anyway, because of the fact that Actro having only recently acquired its GB shares, it is not very willing to dispose of the stock. Having been anxious to get into the GB situation, Metro may not feel like turning its back on it so quickly. Through recent purchase M-G now has half of 20th Century-Fox company's shares in Gaumont-British.

Metro paid around \$3,500,000 for

Metro paid around \$3,500,000 for this equity.

this equity.

As for 20th-Fox, that company seems never to have been negative regarding disposal of its GB shares but in this situation it looks like Metro and 20th will act concertedly because of innate conditions governing the disposition and ownership of the GB shares cach owns. Seems each requires the consent of the other to sell same.

MANDEL DRAWS 'JAM' AS WARNER PRODUCER

Hollywood, April 20.
rank Mandel, formerly of Schwak
and Mandel, legit producers, has
been contracted a producer a
Warners, assigned to the Bryan Foy

First job will be on 'Radio Jam-boree,' starting May 27. Bobby Con-nolly, previously connected ith Mandel in the east, will direct.

20th-Fox to Star Power

Hollywood, April 20.
Star rating is accorded Tyrone
Power, Jr., in a contract renewal for
another year at 20th-Fox.

Player currently is appearing op-osite Sonja Henie in "Thin Ice."

U Passes Up Niesen

Hollywood, April 20.
Gertrude Niesen, who played is Universal's. Top of the Town an is currently making personal appear rances in Chicago and Detroit, faile to have her option picked up at the studio.

Upon completion

Upon completion of the p.a. tour e'll return to the Coast.

Vince Youmans at Par For 'Sweet Sunday' Pic

Hollywood, April 20

Hollywood, April 20.

Vincent Youmans goes to Paramount to write the story and music for 'Sweet Sunday'.

Dorothy Lamour gets the femme lead but no director has been assigned. It will be a general office production under the guidance of William LeBaron.

EMIL JENSEN'S **NEW PIX SETUP**

Arteinema Associates, Inc., has been incorporated with Emil C. Jensen as president, and has purchased for reissue and sale approximately 30 motion picture productions formerly the property of Art Cinema Corp., which several years ago financed and produced features for United Artists distribution. The takes over also a large of unproduced plays and

O'Brien, Driscoll & Raftery.

Jensen, has had broad experience
in the production and distribution
fields, and represents the Mary Pickford Corp. in New York. Charles E.
Moyer, formerly advertising director
for UA, is handling publicity for the

20TH-FOX'S 13-WK. NET PROFIT AT \$2.067.598

At annual meeting of stockholders of 20th Century-Fox yesterday (Tues.), when all present directors were reelected, consolidated ne-operating profit, after normal Fedoperating profit, after normal Federal income tax, was revealed at \$2,067,598 for 13-week quarter ending March 27 last. This compares with a profit of \$1,239,760 for the same quarter last year (1936) and with a profit of \$2,338,275 for the fourth quarter of 1936.

tourtn quarter of 1936.
These earnings are exclusive of dividends of National Theatres of \$1,134,000. No dividends were received by 20th-Fox from National either on the first quarter in 1936 or this year, and there is no provision made for surtax on undistributed profits. vision made for tributed profits.

tributed profits.

After allowing for first quarter preferred dividends of 20th, the profit of \$2,067,598 is equivalent to \$1 a share on the 1,664,075 shares of common outstanding as of March ⁹⁷

27.

In addition to reelection of 12 directors, Wilfred J. Eadle was named comptroller and assistant treasurer of the company, a new appointment. Joseph § Schenck remains chairman of the board. Other directors retained being S. R. Kent, H. Donald Campbell, John D. Clark, John Dillon, William C. Michel, William P. Philips, Herman G. Place, Felix A. Jenkins, Daniel O. Hastings, Seton. Porter and Sidney Powell.

Benny Rubin's W & W

Hollywood, April 20. Benny Rubin is directing the dialog in the new Wheeler and Woolsey picture, Easy Going, at RKO.

Former comic also contributed to the ori inal yarn by Nat Perri

Lucille Campbell's 1st

Hollywood, April 20.

Paramount has ned Luci
Campbell to femme in 'Wi
Honey' as her first film. ned Lucille Actress is recruited from Broadway stage.

CONDOR REPLIES

E. C. Info Omissions Not Very Important

Washington, April 20.

Answer of Condor Pictures management to Federal exceptions was taken under consideration last week by U. S. Securities and Exchange Commission following speedy inforal hearing.

whether the Government agency was satisfied with the reply was unknown, but little time was consumed in obtaining explanation from Condor execs about items which the Commish charged should have been included in the registration permit and prospectus. Management insisted the omitted data was of little significance and would have no effect on the actions of prospective investors. Controversy related to dope about certain contracts which Condor contended were of routine character.

dor contended were of routine character.

Principal witness at the proceeding was George Hirliman, president of Condor, who denied either deliberate or accidental misrepresentation occurred. Commish charged that summary of Condor contracts, submitted with the registration plea, differed from the full text of the agreements field later, but Hirliman argued there were no material conflicts and took the slant that if the two sets of papers varied the effect was of no importance.

Matter is in the hands of Commish trial examiner, whose report is due next week.

The incorporation details were handled by William Clark, of O'Brien, Driscoll & Rattery. Room Floor, Gilda Sues MG for 250G

Hollywood, April 20.
Charging great injury to her reputation in the profession, Gilda Gray has filed suit for \$250,000 damages against Metro-Goldwyn-Mayer Cotp. because her dancing scenes were eliminated from its production, The Great Ziegfeld.

Ex-shire.

Great Ziegfeld.'

Ex-shimmy dancer asserts she was promised an important part in 'Ziegfeld' if she would take minor role in studio's 'Rose-Marie'. Cutting of her part in 'Ziegfeld' has caused public and members of theatrical profession to believe her performance was of an inferior nature, Miss Gray contends.

GUS EDWARDS' LeROY DEAL ON 'SCHOOL DAYS'

Hollywood, April 20.

Mervyn LeRoy and Gus Edwards are mulling an idea for former to produce a picture titled School-days, Yesterday, Today and Tomorrow, script for which Edwards has submitted.

If deal jells, LeBour

If deal jells, LeRoy will seek to borrow a name moppet player for lead part.

William in 'Firefly'

Hollywood, April 20.
First role for Warren William under his new Metro contract is in The Firefly, featuring Jeanette MacDonald and Allan Jones.
Robert Z. Leonard is directing, Hunt Stromberg producing.

Guild Elects May 9

Hollywood, April 20.
Annual election of Screen Actors
Guild is set for May 9, when 11 directors and officers will be chosen.
Kenneth Thomson is expected to
be re-elected executive secretary.
Robert Montgomery is president,

GN's Eric Linden

Grand National has stated Eric Linden to a four-picture yearly deal. New signess first for GN will be a candid camera yarn called 'Here's Flash Casey.'

Going Places By Cecelia Ager

Mr. Taylor Takes a Rath

It used to be the girls who took the baths in pictures.

It used to be the girls who took the bains in pictures.

It used to be the girls who lolled, tantalizing, in cloaks of delicate soap bubbles. It used to be the girls who, spending the night away from home, stumbled about adorable in borrowed pyjamas, oh so much too big for them. It used to be the girls who fetched the pretty photography, who got the seductive make-up, who drew the glamour lighting, who wore the stebers.

It used to be the girls who laid in bed and drove everybody mad with just the thought of it. It used to be the girls who had the irresistible bedroom doors, who waited deliciously apprehensive and wide-eyed behind them. It used to be the girls who stuck the flower between their

hind them. It used to be the girls who stuck the flower between their teeth.

However, this was before Robert Taylor, before the advent of a manly beauty so overwhelming, all the old traditions tottered before its might. Now in Personal Property 'it's Robert Taylor who takes the bath.

In 'Personal Property' one may have Mr. Taylor in a lather or rinsed, one may quiver to the way he wraps his robe close to his splendid chest, and beautifully modelled loins, one may sigh as he ties the belt snug-to his waist with such dashing disregard of the buckle. One may learn how he achieves his magnificent coiffure, how he coaxes with his own two heachieves his magnificent coiffure, how he coaxes with his own two heachieves his magnificent coiffure, how he coaxes with his own two heachieves his magnificent coiffure, how he coaxes with his own two heachieves his nagnificent coiffure, how he coaxes with his own two heachieves his nagnificent real trade of the control of the lovely shape of his eyebrows, it is a stirring performance that Mr. Taylor gives in this sequence-natural, confident, and yet deeply hygienic, and it provides the flaps with a high standard for comparison. Nor, if educating the flaps in the details of what to keep on longing for, do Mr. Taylor and 'Personal Property' forget the mattons, They can always be a mother to him, Personal Property' forget the mattons, They can always be several scenes of Taylor and Henrietta Crossman kissing one another full on the lips with an ardor far more burning, as a matter of fact, than the receiling Taylor, puts into the lone fade-out clinch he accords Jean Harlow.

But then, 'Personal Property' executes so conscientiously its mission pandering for Taylor, it can hardly be expected to take full care of Miss Harlow too. Miss Harlow's already been made. Besides, 'Personal Property' kneed to take full care of Miss Harlow too. Miss Harlow's already been made. Besides, 'Personal Property' kneed to take full care of Miss Harlow too my the motions.

icture actiresses can't seem to learn that War is Hell Already. Ins of quietly sitting home and knitting socks or something, they go sni around the front, parading their hungering hearts and stirring up sling dogs, thus further unnerving he members of hysterical flying c who are unnerved enough as it is from the strain of thinking up to Rover Boy repartee.

The picture actresses who form the strain of thinking up to the strain of the picture actresses who form the strain of thinking up to the strain of the picture actresses who form the strain of thinking up to the strain of the stra

Rover Boy repartee.

The picture actresses who form part of a triangle, like Miriam Hopkins in 'The Woman I Love,' are by far the most troublesome, for they keep wanting to talk the whole thing out in the midst of bombardments from Ieering German aces. The picture actresses who are part of a hexagon or octagon, like Mady Christians, however, are not nearly so bad, for they at least are content to stay in their jolly cafes Behind the Lines and do promptly whatever should be wanted, without long ethical discussi first.

first.

Miss Hopkins weeps so nicely and stares through soft photography so blandly wraith-like, though, it does seem a shame at times that she's got to buck the Great War in which now and then a man dies like a fly, just to find a little pleasure. The Great War of 'The Woman I Love,' actually, is very inconsiderate of Miss Hopkins. It's so darned preoccupied with its own brave and hearly hellishness, it never stops to think it's making quite as much a nuisance of itself to Miss Hopkins as she is to it. And furthermore, it should be enough that it's made Paul Muni look and act like a St. Bernard, and Louis Hayward like a frantic terrier; it doesn't have to keep up the game, suggesting that Miss Hopkins bears a resemblance to a disappointed yellow Persian cat.

Ann Harding's Fearsome Acting

Ann Harding, scared to death, is all right; it's Ann Harding, natural, that's so harrowing. This conclusion is available in 'Love From a Stranger,' in which Miss Hardi is charming for the first two-thirds of the picture, while one tears one's handkerchiet to tatters—and frightened for her life for the rest of it, when at last one may relax.

for her life for the rest of it, when at last one may relax.

Miss Harding's natural charm makes many people subjected to it uneasy, because she herself takes it so big. Her slightest 'thank you' is never, an expression of courtesy, it's undying gratitude; her 'come i 'to a knock on the door heralds the Coronation Procession; her 'I'm going to take off my bonnet' sings of a duty about to be done, to be done valiantly, with head held high though the whole world may be against her. Whatever she does or says, it's to make somebody else a little happier. If she just can't meet people on equal ground, it's because she's so much better, wiser, kinder, than they—her superiority fairly pushes her into a position of condescension. With so much inherent nobility to carry around, it would be tough for anybody to be casual. However, understanding it doesn't seem to make it any easier.

But Miss Harding is a competent actress, and so when she gets scared.

seem to make it any easier.

But Miss Harding is a competent actress, and so when she gets scared to death, fear takes possession of her to the exclusion of her charm, and when she shrieks, she no longer rings out. The crescendo of her fright leaves no time for love-of-humanity looks and only terror shines from her eyes, and she becomes, by contrast, quite soothing. One's tension consequently disappears, and with Miss Harding screeching and shudderfing, the experience turns out to have a happy ending after all.

Next Joe E. Brown Film On Slate for Late May

Hollywood, April 20,
Joe E. rown. picture for
David Loew, slated to start later
part of May, is being scripted by
Robert Flournoy. Comic washed by
'All Is Confusion' last week underEdward Sedgwick's direction.
Brown has gone to Chicago where
he will do a series of baseball broadcasts before going on to N. Y.

LE MAIRE SAILING HOME

Rufus Le Maire, Universal producer and personal rep for George. Arliss, sails from London tomorrow (21) for U. S.

Le Maire has been abroad three to weeks talking a return to the U. S. by Arliss. He was going to stay for the Coronation but evidently changed his plans.

ASTAIRE'S FILM ON THE CASTLES FOR RKO

Hollywood.

RKO will make a picture based on the lives of the late Vernon and Irene Castle (now Mrs. Mc-Laughli ith Fred Astaire set to

Mortimer Offner is scripting Pandro S. Berman will produce

WANTS DIX AND CAREY

Hollywood, April 20.
Frank Lloyd is after ichard Dix for top spot in 'Wells Fargo,' his current feature at Par. ix at present is under contract at Columbia on 'Once a Hero,' which washes up his stay there.

there.

Lloyd is also after Harry Carey to support Dix. Carey is doing 'Mexican Quarter' for Bob Sisk at RK Radio as a freelancer.

TOO EARLY FILM SELLING?

Fox-WC to Continue Double Bills After Test Shows Patron Preference

Los Angeles, April 20.

Fox-West Coast Theatres has committed itself definitely to a continued policy of double feature programs for the 1937-38 season. Decision was announced by Charles. Skouras, circuit operator, before leaving for New York on a film buying jaunt.

Explaining his decision to continue double features over the entire circuit, despite widespread agitation. Or their elimination, Skouras said that recent tests made of the relative draw of a trio of top bracket pictures prompted the action.

These pictures were played solo and on dual programs as toppers in comparable theatres in various key spots over the circuit, with grosses ranging from 25% to 30% higher in houses the double bill spoile over the single feature spots.

Skouras stated the investigation and tests had convinced Fox-West happened double feature programs, and that patrons want both quality and quantity. Similar tests, it is announced. Il be made approximately every six months, in order not to lose gauge on any possibility of the public changing its mind.

House of the control of the public changing its mind.

Skouras Skouras strees in Various of London (20th).

Heaven (2011) and Lloyds of London (2016).
Skouras also announced increased admission prices in San Francisco and the Northern Californi territory, as well as in the Northwest area where circuit operates. First runs in San Francisco, Oakland and area wnere circuit operates. First runs in San Francisco, Oakland and Portland, presently operating at a 40c, admission top, will be boosted to 55c, putting them on same basis with first runs in Los Angeles, ich tariff has been in effect here for past two years.

Theatres which will increase to 55c, are the Warfield, Paramount, Fox and St. Francis, in San Francisco; Oakland, Fox, Paramount, Orpheum, State and Grand Lake in Oakland.

Nabe and subsequent run houses now charging 30c, or 35c, will be upped to 40c, with admissions to be upped 5-10c, in all other areas outside of Los Angeles and Southern Californi
Voluntary wage increases for two

Canforni
Voluntary wage increases for two
groups of lower bracket workers
was also announced by Skouras.
They include theatre doormen and
janitors.

St. Louis, April 20.
Operators of nabes here are seriously considering abolishing double feature programs, following success that Louis Landau, indie operator in South St. Louis, has had with policy since Jan. 13. On that day Landau cut down volume of progams, and, receiving no kicks from patrons, has continued it.

ZOBEL, KELLY LEAVE REP.; STUDIO REVAMP

Hollywood, April 20.

Revamping of Republic production setup has resulted in ictor Zobel and Burt Kelly leaving the foliation to make room for new producers who will be organized on a unit basis with Moe Siegel as studio toppor.

tint uses were topper.

E. H. Goldstein is due in today (Tues.) to confer with Herbert J. Yates. J. J. Milstein, Al Wilson and other studio ex

Fowler Heads 20th Trio Priming Jesse James Pic

Hollywood, April 20. Gene Fowler, Hal Long and Rosa-lind Schaeffer are collabing on the script of 'The Life of Jesse James' at 20th-Fox. Nunnally Johnson will' be associate producer.

be associate producer.

Miss Schaeffer is author of the original story which she prepared with surviving members of the James family.

Homolka's H'wood Bow

Hollywood, April 20.

Oscar Homolka, British actor, will arrive here next month to make his American screen debut in the Lucien Hubbard Technicolor picture, Ebbtide, at Paramount.

Yarn by Robert Louis Stevenson.

Yarn by Robert Louis Stevenson is being screenplayed by Bertram Milhauser, and will be directed by Henry Hathaway. Picture will go into production as soon as Hathaway washes up Souls at Sea, current Gary Cooper-George Raft co-starrer at Par.

LOEW'S POINTS TO \$16,000,000 **EARNINGS**

Earnings of Loew's, Inc., for the 28 weeks ended March 11, slightly longer than the half-year fiscal period, virtually doubled those all along the line as compared with similar period in 1936. The company's share of net profit for this 28-week period ending last month was \$8,606,130, as against only \$5,032,038 in comparable period in March, 1936. Loew earnings now are running at a rate which, if maintained, would produce a net profit of about \$16,000,000 for the fiscal year ending next Aug. 31.

produce a net profit of about \$16,000,000 for the fiscal year ending next Aug. 31.

This huge net boosted earnings on the preferred stock from \$36.81. shown in the previous year, to \$62.95 per preferred share for the current year. Earnings represent \$5.26 on the common as against only \$3.04 in the 28 weeks ending in March, 1936. The company's share of operating profit after subsidiaries' preferred dividends was \$12.390.097, as compared with \$7.878.998 in the 28 weeks of the preceding year.

The pick-up in Loew earnings as compared with \$7.878.998 in the 28 weeks of the preceding year.

The pick-up in Loew earnings as compared with \$7.878.998 in the \$5.20 per common share reported for the 28 weeks this year exceeded the total per share earnings for the full years of 1934 and 1935. The company showed only \$2.15 per common share in 1933.

Some conception of the large reserve being built up on the preferred is obtained from the fact that Loew's pays \$6.50 per share annually on this issue, whereas approximately 10 times that amount was shown for little more than half a year currently.

intensity in the price the common stock is now approaching the peak level of 1929. Wall Street is being attracted because of possibilities of tilting the regular dividend from its present figure of \$2 annually and the almost certain substantial extracts nayments counted on each quarter. The federal surfax law is a factor that almost automatically paves the way for extra istributions whereas seven and eight years ago this surplus could be held back for less profitable periods of operation.

20th-Fox Building 9-Block Set for 'Chi,' Then Fire It

ollywood, April 20. enry King has been assigned to direct 'Chicago' at 20th-Fox, start set for latter part of May.

Studio, figuring to give the film a big production, ns sets to cover nine city blocks and details of the Chicago fire scene are bei worked out by a large staff of technicians. Lamar Trotti and Sonya Levien did the script from an ori inal by iven

SOME DISTRIBS DEEM IT COSTLY

Theory for This Is the Need less Repetition of Calls to See Exhibitors — Latter Stall Habitually, Regard--Thus the Premise of Beating the Opposish Distribs by Selling Quick May Not Work Out

DIFFERENT NEXT YEAR?

Early selling is not only causing agitation among exhibitors, ith their associations in some instances advising again negotiations of contracts too far in advance, but the effort to try to close business almost before the snow is off the ground is going to cost the distributors so much money, according to some distri predictions, that the pendulum will swing the other way a year from now.

Observers point out that each year the trend has been to try to sell a little earlier than the prior season until now all reason seems to have been lost by distributors who want to try to steal a march on their competitors. This year conventions start May 1, Metro having selected that date, and most others will be held during this spring month, while others are being planned for June, and none in July. In going out to sell in May, several distributors are hoping for 1837-38 contracts on product that will not start releasing until Aug. 15 or later.

It is contended in some quarters that the early-bird distributors who are hoping, in May or June, to knock off accounts before competitors have gotten around to 'em, are going to learn that there will be more than the usual stalls, and the costs fancy. When salesmen have to call on the same accounts too many times, just because the first call is too early the distributor costs are going to mount, it is held. It's no secret that he average buyer usually likes to wait until the last minute after he

the average buyer usually likes to wait until the last minute after he has seen what final deliveries are made on the current (1936-37) buys, whether deliveries will be according to promises and whether there may be any adjustments toward the tail-

pe any adjustments toward the tailend.

Another reason why next year may see a later selling season, according to oldtimers in the sales field, is that distribs this early cannot comprehensively insure accounts what the vare going to get from Aug. 15 no to Aug. 15. 1938. Program b. ks. were cut out last year partly "this eason.

Spokesmen liken the selling season thing to the trend of theatres which once started shows on Monday, then went to Sunday openings, then Saturday, finally Friday and Thursday, and now in numerous cases are at Wednesdays—nearly back to the Mon they started from.

Crouse, Lindsay, End Pic Jobs, Start Stagers

Hollywood.

Hollywood, pril 20;
Russell Crouse and Howard Lindsay have completed their film chores at Paramount and are on the water heading for New York and two musicals awaiting their scrib touch. One is for Vinton Freedley and other for Max Gordon and Sam H. Hartls. Harlan Thompson, Paramount producer, accompanied the pair and en route the trio will set their combined efforts to the screen play of 'Big Broadcast.' Lindsay had the script assignment on 'Double or Nothing' at the studio, and Crouse collabed with Jack Moffitt and Charles Lederer on

Jack Moffitt and Crouse contained with Jack Moffitt and Charles Lederer on-'Mountain Music.' Both Crouse and Lindsay will be back in the fall for further film

WB's \$900,000 for the Roxy, N. Y., Opposed 20th Bid; But Now It's Cold

Metro's No. 3 'Thin Man'

Hollywood, April 20.

Hollywood, April 20.
Third the Dashiel Hammett
Thin Man' series, The Return of the
Thin Man, has been set by Metro as
a Hunt Stromberg production.
William Powell and Myrna Loy
will again be co-starred, with Asta,
the trick dog, featured. Adaptation
is being made by Albert Hackett and
Frances Goodrich.

Brit. Producers Favor the Idea Of Joebreening

While Joe Breen was sounded out by British theatre owners as to the feasibility of establishing a voluntary industry control organization, similar to the Hays office idea, picture men in New York do not envision an early establishment of such. They believe that the English film business need the cooperation of the Hays production code more than having one of their own. A closer tie-in with the Hays setup, so that England's picture interests will have the benefit of Haysian counsel, is more likely and logical than any British counterpart of the Hays association.

sociation.

reen concurs that England's producers now are quite generally agreed on approaching code administration or purification of films from the early, script, submission angle. They favor the idea of sending scripts of proposed features to the N. Y. production codists, far in advance of actual filming, because thoroughly sold on the benefits to be derived from this practice. Breen said that the English attributed the high caste of U. S. productions currently largely to the effectual work done by the Hays production code offices.

There is no need for a code administration office for the MPPDA in England, Breen explained, because only about 50 to 60 features of the 200 made annually come under Haysian supervision. reen concurs that England's pro-

PAR SENDING CREW TO MALAY FOR JUNGLE PIC

Hollywood, April 20.

A jungle melodrama based on human achievement on a lone trek through the wilds of Malay, from a story by Walter Post, will be produced by Paramount under the title of 'Booloo.' Clyde E. lliott, director, will leave with his expedition April 26. Colin Tapley, Par' contract player, will be the only white man in the cast.

Carl Berger, with Elliott on two previous jungle adventures, and two previous jungle adventures, and two previous in the cast. Wilfred Deming, sound engineer in India for past two years, will record sound.

Elliott planned and filmed 'Bring 'Em Back Alive,' ith Frank Buck, and later made 'Devil Tiger' for Eox in Asi

Capra, Riskin Feted In London: Local Pic?

London, April 20.
Columbia Picts feted, Frank Capra and Robert Riskin yesterday (Monday) at a swank luncheon.
Capra stated that terrific pressure is being brought to bear on him to direct one picture while he's here and that he was finding it difficult to refuse. He added that the only problem preventing is a story preparation.

That Warner ros. had offered \$900,000 in cash for the Roxy theatre, N. Y., last December in opposition to the bid submitted by 20th Century-Fox was made known Monday (19) when a copy of their offer was produced at the hearings being held before Special Master Addison S. Fratt. It was not disclosed whether the bid as originally made still stands. Ift has since been withdrawn.]

The Warner offer was submitted to the Tipton Committee of bondholders which is opposing 20th-Fox control of the theatre. The film concern submitted its plan through Alfred M. Wolf, of Hirsh, Lillienthal & Co.

Under the Warner offer the \$900,000 cash would go to retire all obligations except \$350,000 which woulbe used for rehabilitation and working capital. A rst mortgare 10-year 5% bond issue totalling \$1,800,000 would be floated of this amount half would be floated of this amount half would be floated of this amount half would be turned over to Warners and the bondholders. At present there are \$3,000,000 in bonds outstanding. The holders of those not sharing in the \$900,000 would receive 20-year 44% bonds.

The plan submitted would call for the issuance of 400,000 shares of common stock which would be divided among the holders of those not sharing in the \$900,000 would receive 20-year 44% bonds.

The plan submitted would call for the issuance of 400,000 shares of the new common stock.

Under the plan Warners woulgive a first-run pleture franchise to the theatre; guarantee rent, taxes and interest if the weekly gross equalled \$2,000. Should the gross exceed this amount, 15% of the excess would go to the new corporation.

At time, the question arose over the Strand's future, WB's pres-

At time the question arose over the Strand's future, WB's present roadway showcase.

SCREEN PLAYWRIGHTS' **CODE NOW IN EFFECT**

Hollywood, April 20.

ing the approval of the writer: branch of the Academy of Motion Picture Arts and Sciences, the new Screen Playwrights' producer-scenarist code became effective yesterday (Monday). Acceptance of the Playwrights code does not affect the five-year writer-producer basic agreement functi ing through the Acad. The Acad agreement will be amended to conform with that of the Playwrights, eliminating a dual code of practice.

Ruby Mercer's Met Dates Before Reporting at M-G

Ruby Moreer, recently signed to contract by Metro, has been allowed one month's leeway before reporting to the Coast so she can appear with the Metropolitan in its spring opera season. Starts next month. She is scheduled to sing in 'Faust' and possibly one or two other operas. Starts picture work in June.

Selznick Defers 'Live'

Fil Let Me Live' has been temporarily called off by David Selznick after a long series of color tests of the proposed cast.

Producer feels that pictures with prison background are not so hot at the boxoffice just now and wants to give it further consideratin. He may do it at a later date, says Selznick

Metro Renews Ruben

Hollywood, pril 20.

J. Walter Ruben has drawn a new directing paper at Metro.

Director's new termer came with completion of 'The Good Old Soak.'

Hard Pull in L. A.; Taylor-Harlow No Pushover at \$22,100, 2 Spots; Bette Davis OK; Crosby's Record

Los Angeles, April 20.

New arrivals on sewrent week failed to elicit any undue amount of interest, although trade is mostly satisfactory. Holdovers (particularly Boyley Walkiki Wedding' at the Paramount, and Universals' Top of the Town' at the day-date Pantages and RKO houses. Walkiki, with \$20,000, setting second-week record at the Paramount.

The Good Earth, 'MG's two-a-day road show, is in its final week at the Carthay Circle, where it folds \$30 after completing it weeks to attract lucrative trade to the Four State of the Carthay Circle, where it folds \$40 after completing its weeks the carthay Circle, where it folds \$40 after completing its weeks to attract lucrative trade to the Four States of the Carthay Circle where the four States of the States of the Carthay Circle where the four States of the Carthay Circle where the four States of the States of the Carthay Circle where the States of the Los Angeles, April 20.

Estimates for This Week

Estimates for This Week

Tarthay Circle (Fox) (1,518; 55-831.10-1.85)—The Good Earth' (MG)
(12th week). Nearing end of long
run, opus brought oke \$8,300 last
week. Picture will be road-showed
throughout Southern California at
once but will get no pop-price release locally until after Aug. 1.

Chinese (Grauman) (2,028; 30-4055-75)—Personal Property' (MG)
and 'Midnicht Taxi' (20th), dual.
Robert Taylor-Jean Harlow combi
doesn't seem to blend with Hollywood mob so will have to be satisfied with fair \$3,300. Last week, 'Hisfory Made Night' (UA) and 'Espionage' (MG), fared better than anticipated at \$10,200.

Dewntown (WB) (1,800; 30-40-5565)—Marked Women' (FM)

onage (McC), rare better than anticipated at \$10,200.

Déwntown (WB) (1,300: 30-40-55-80)—Marked Woman (FN). Newest Bette Davis opus will hit fair \$6,900 and thereil be no heard of King and the \$100 and \$100 an

able pace. Last week brought very good \$7,200.

**Rellyweed (WB) (2,758: 30-40-51-40), will not hold for satisfactory \$7,-200, will not hold for second stanza. Last week, 'King and Chorus Girl' (WB), 2d week, brought okay \$5,300.

**Pantages (Pan) (2,700; 30-40-55)—
Top of Town' (U) and 'California Straight Ahead' (U), dual (2d week), holdover doing about as well as can be expected and there will be no loss at \$5,000. First week wound up with satisfactory \$8,700, little below expectations.

**Paramennt (Partmar) (3,595: 30-40-55)—Waikhki Wedding Par) and stage show the satisfactory week.

**Jeicki slamost certain to hold for third stanza. 20G mark is h. o. record at house. First week finished with territe \$28,300, all-time top under Fanchon & Marco operation.

**Ref* (2,950; 30-40-55)—Top of fown' (U) and 'California Straight

chon & Marco operation.

BRO (2,950; 30-40-55)—"Top of
Town (U) and (California Straight
Ahead" (U) dual (2d week). Running about neck and neck with its
day-dater (Pantages) for profit atb
\$5,000. First week ended with neat
\$8,500.

State (Loew-Fox) (2,024; 30.40-55-65)

Warning (20th), fait 44,200

State (Loew-Fox) (2,04-55-65)

Warning (2,04-55-65)

Warning (2,04-55-65)

Warning (3,04-65)

Warning (3,04-6

Musical Load in Port.; Top Town' Fair \$5,500

Portland, Ore., April 20. Epidemic of pic musicals in burg this week and they're all mopping up good returns. Top of the Town at the Broadway had several weeks of bally build-up. Swing High Swing Low is now in its second big week at the Park Wildle and the part of the picture of the picture

Broadway (Parker) (2,000; 30-40)

"Top of the Town' (U) and Way
Out Wert' (MG). Big advance bally,
vut only average \$5,500. Last week,
Marked, Woman' (FN) and 'We

Have Moments' (U), good \$6,700.

\$6,700.

\$1,700.

\$1,400; \$5,165).—The Good Earth' (MG). Strong exploitation and good revi but scale too high for this town. Last week, 'Plough and the Stars' (RKO) and 'Criminal Lawyer' (RKO), only fair \$2,300.

Orpheim (Hamrick - Evergreen) (2,000; 30-40).—Swing High' (Par) (2d week). Going nice at \$4,500. First week connected for high \$8,000.

Paramennt (Hamrick - Evergreen) (3,000; 30-40).—Walkiki Wedding' (Par) and 'Time Out for Romance' (20th). Proving okay biz-getter at \$7,000. Last week, 'Love is News' (20th) and 'Her Husband Lass' (Par), held. fall 48,4618. Fortker) (1,000; 30-40).—Walkiki Wedding' (Par) (1,000; 30-40). The strong of the

40)—Maytime* (MG) (4th week) Still going strong at \$4,500 Will hold longer. Third week, \$5,300, First two weeks terrific \$15,500.

PROPERTY HOT \$33,500 IN TWO **HUB-DUALS**

Boston, April 20.
'Personal Property' on a dual bill at the Orph and State; and "History Made at Night," on double feature lineup at Memorial look like leaders. this week. "King and Chorus Girl' is getting good play at Par and Fenway, also

Fenway, also.
'Internes Can't Take Money,' with stage show, is very pale at the Met. 'Lost Horizon,' roadshow, oke.

stage show, is very pale at the Met. Lost Horizon, roadshow, oke.

Estimates for This Week

Estimates for This Week

Boston (RKO) (3,000; 35-55-75)—
Make Way for a Lady' (RKO) and Slums of Paris' stage unit. Satisfactory \$22,000 predicted. 'Off to Races' (20th) and 'At Home Abroad' unit on stage, opened string, then slackened to \$18,700 last week. One more week to site of the string of the string of the string that the soundary of the string of the string that the string that the string has been string that the string has been string and Chorus Girl' (WB) and Her Husband Lies' (Par), dual. Assisted by good press campaign, aiming at dandy \$7,500. Last week \$6,500 for 'Walkiki Wedding' (Par) (2d cun) and Fair Warn' (20th) (1st run), double.

run) and Fair Warni (20th) (1st run), double.

Keith Memorial (RKO) (2,900; 25-40-40-55)—History Made at Night (UA) and Love Is Young (U), dual. Clicking to tune of \$24,000 for nine days, a very good local campaign aiding. Last week Top of the control of the co

1st Runs on Broadway

(Subject to Change)
Week of April 23
or Good Earth' (MG) Aster—Good (13th wk).

Capitol — 'Good Old (MG) (22). Central—'I Promise to Pay' (Col) (24).

Criterion—'Thunder the ity' (Col) (22).

Globe—'Lost Horizon' (Col) (8th wk). usic Hall-'A Star Is (UA) (22).

Paramount — 'Swing Hi Swing Low' (Par) (2d wk). Rialte—'Family Affair' (MG)

Swing Low' (Par) (2d wk).
Riatte—Family Affair' (MG)
(19).
Rivoti—Love From a
Stranger' (UA) (2d wk).
Rosy—Wake Up and Live'
(20th).
Strand — Marked Woman'
(WB) (3d wk).
Week of April 30
Astor—Good Earth' (MG)
(14th wk).
Capitol—Ni Must
(MG) (29).
Central—That I May
(20th) (1).
Globe—Lost Horizon' (Col)
(9th wk).
Music Hall—A Star Is Bor
(UA) (2d wk).
Paramount—Swing—High,
Swing Low' (Par) (3d' wk).
Faramount—Swing—High,
Swing Low' (Par) (3d' wk).
Faramount—Cafe Metropole' (28).
Rosy—Wake' Up and Live'
(20th) (2d wk).
Strand — Mountain Justice'
(WB) (1).

here and may holdover on strength of \$18,500 clip. Mt.vtime (MG), solo, ended third frame last week with dandy \$11,000. During the run, a considerable chunk of repeat trade was noted.

Parameunt (M&P) (1,800, 25-35-55)—King and Chorus Girl (WB) and Her Husband Lies (Par), dual. very good, \$10,500. Last week Walkiki Wedding (Par) (2d, run) and Fair Warning (20th) double, pleased with \$8,000 count-up.

Shubert (Col) (1,500, 55-85-\$1,10-\$1,650)—Tost Horizon (Col). Opened coadshow here last week with okay \$13,500 starter. Hope for four four same of the contraction of the contracti

\$13,500 starter. Hope for flour frames. State (Lloew) (3,300; 25-35-05-50)— Personal Property (MG) and Devil's (Col), dual. Very good, \$15,000. Maytime (MG), finished third week with okay \$9,000, last, week.

TOWN' DUAL TOPS IN PROVIDENCE, \$10,000

rovidence, April 20.

Aside from 'Top of the Town' on a dual at the Majestic, this week's proin like class. Best bet seems to be 'Town,' a likely \$10,000.

'Good Earth' moved in Sunday a the Carlton for one week road show engagement. Advance sale good.

Estimates for This Week' ved in Sunday at

Estimates for This Week
Carkon (Fay) (1,600; 55-1,50)—
'Good Earth' (MG). Nice advance
sale and swell publicity among
schools, colleges and organization
should put this one over.
Fay's (2,000: 15-25-40)—'Romance
and Riches' (FN) and Benny Dave
revue on stage. Variety bill doing
most of the pulling; biz is oke
at \$7,000. Last week 'Midnight Taxi'
(20th) around same figure.

Loew's State (3,200: 15-25-40)—

Wash, Mats. Reflect Spring, but Nights OK; Harding, Casa Loma Ork, \$22,000

'Love From Stranger' (UA) and Song of City' (MG). Not over \$10,000, but fair. Last week 'Personal Property' (MG) and Trouble in Morcoco' (Col) wound up with \$12,500.

Majestic (Fay) (2,200; 15-25-40)—
Top of Town' (U) and Fury and Woman. Best bill in town and getting the crowds, \$10,000 assured, great for this stand. Last week That Man Again' (WB) and 'Nancy Steele' (GM) and 'Nancy Steele' (GM) on of the bright \$100.000 on of the bright \$100.000 on the br

MORE STRIKES SCARE FRISCO

Public is tightening up pending settlement of the pending settlement o

Romeo and Juliet' at pop prices, after playing the Geary at \$1.50 top several months ago, is much better matinee biz than evening trade.

Estimates for This Week
Embassy (Cohen) (1,512; 30-35-40)
—Vanishing Gangster' (Atlantic), and Girls for Sale (Atl.) (2d week). Shortage of product and possibility of house changing policy responsible for holding this bill over after a fair short of the state of the sta

last week, to stretch another seven days, which may bring in around seven days, which may bring in around 15,000.

Warfield (F-WC) (2.800, 35.40)—
Romeo and Julie! (MC). The boys are holding their breaths on this, wondering just what it will do. Town is one of the best Shakesipearean centers in the world, but nic plaved to a good bercentage of the followers of the Bard during its roadshow engagement here. Estimates placed at \$14,000. Last week. Personal Property (MG) and 'Her Husband Lies' (Par) slipped to \$9,000 in its second week.

rowne's Q T. Nuntials
Hollywood, April 20.
Revealed that Flo Browne, Hollywood agent, and Jon Grippo, N. Y.
extrounist, were married in Los Anreles, Jan. 6.
Groom is en route to Hollywood
to rejoin his wife and will start a
new cartoon series here.

Washington, April 20. First continued balmy weather of Cap spring season is playing havoc with the mats, but the influx of tourists is keeping the nights gen-

with the mats, but the lightwo of tourists is keeping the nights generally good.

Result is no flops, but there aren't any records toppling, either. Capitol is out in front with 'Love from a Stranger' and Casa Loma band on stage. Second is 'Waikiki Weddin.' Disappointment of week, even surising the opposition with its failure. One Dearth 's going into third week of roadshow run and Belasco, washed up as legit again, is back in jie line-up, with return engagement of 'Ecstasy,' here last year for four weeks. House has been taken over by Samuel Cummings, who aims to keep, it open with largely foreign films.

Estimates for This Week

Estimates for This Week

Estimates for This Week
Capitof (Loew) (3,424; 25-35-60)—
Love from a Stranger (UA) and vaude. Am Harding and Glen Gray's band on stage aiming to lead town 'easily, with good \$22,000. Last week 'Song of City' (MG)' and Cab. Calloway, weak \$17,000.
Columbia (Loew) (1,583; 25-40)—
Seventh Heaven' (20th) (2d run).
Second week downtown after fair.
\$430 at Capitof looking toward fair
\$44,000. Earle (WB) (2,244; 25-35-40-60-70)
—Call It a Day' (WB) and vaude.
Swell notices, but not enough names and Jane Froman in nice variety bill adds little marquee pull either.
Maybe fair \$16,000. Last week
Marked Woman' (WB), good
\$18,000.

Kethn' (RKO) (1,830; 25-35-60)

Marked Woman (M. 18, 2004 S18,000.

Keth's (RKO) (1,830; 25-35-60).
Top of Town' (U): Very weak with 18,000 of the pool of the

second to the control of the control

B'KLYN BIZ, PIX SO-SO

H.O.' 'Maytime,' \$15,000, 'Waikiki,' \$16,000, okay

Brooklyn, April 20.

Weekend found populace outdoors, with downtown deluxers in qui mood. Houses are using lots of display in dailies to boost fair-to-middling flicker fare.

Paramount is holding over Walkiti Wedding; Strand has brought back Trans-Atlantic Merry-Go-Round, and Metropolitan, with 'Mayti (second week), will do satisfactory biz.

Estimates for This Week

Estimates for This Week
Albee (2,560; 25-35-55)—Seventh
Heaven' (20th) and 'China Passage'
(RKO). Will bring in okay \$16,000.
House staged grand final of EagteRKO Personality Poll, which
brought considerable attendance.
Last week, 'Sea Devils' (RKO) and
Man Who Found Himselt' (RKO),
\$15,000, nice.
Fox (4,000: 25-35-55)—Midnight
Taxi' (20th) and 'That Man's Here
Again (WB). Will bring fair \$13,000.
Last week, 'Trouble in Morocco (Col)
and 'Let's Get Married' (Col), \$15,000
good.
Metropolitan (2,400: 25-35-55)—

and Let's Get Married (CO1), 13,1000 good.

Metropolitian (2,400; 25-35-55)—
Maytime' (MG) (2nd week). Holding up to tune of okay \$13,000. Last week, \$18,000, fine.

Paramount (4,000; 25-35-55)—
Walkiki Wedding' (Par) and 'Man of Affairs' (GB). (2nd week). Dong nicely at \$16,000. Last week great \$21,000.

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Steele Supeing at Mono

Hollywood, April 20.
Joseph H. Steele has been assigne to supervise production on Mongram's 'Numbered Woman,' based on story by Harrison Jacobs.

Steele was recently at RKO executive assistant and supervisor for Sam Briskin.

Portland, Ore., April 20.

Estimates for This Week

Balto Biz Better; Muni-Hopkins Good \$12,300; Taylor-Harlow Nice \$11,500

Baltimore, April 20.

iz taking a bit of an upward swing this week, with weather fatvorable and holdovers played out. Combo Hipp, cashing in on extra leavy exploitation of Woman I Love (RKO) plus the Jesse Crawfords heading vaude bill, is garnering nice \$12,300, and Loew's Century, playing Personal Property (RKO) showing profit at \$11,500, and waude, fair \$10,700. Last week, 'Soldier and Lady' (RKO) Last week, 'Soldier and Lady' (RKO) Last week, 'Soldier and Lady' (RKO) and waude, fair \$10,700. Last week, 'Soldier and Lady' (RKO) and waude, fair \$10,700. Last week, 'Soldier and Lady' (RKO) Last week

Coronation Influx Aids London Biz: Thin Man' Wow \$40,000, 'Elephant' Big \$25,000; 'Good Earth' Holding Up

London, April 11.

There is plenty of money around in the West End. What with the locals spending, as well as the many foreigners already in town for the Coronation, pictures are getting their share of the gravy. But spenders are discriminative, which means that while the so-sos are straggling behind.

while the so-sos are stragging benind.
Position at the moment is that five
pics are in the real dough—two
Americans, two British and one 50-50
American and British and one 50-50
American and British after the Thin
Man, at the Empire and Good
Earth at the Palace. Britishers are
Dark Journey, at the London Parilion, and Elephant Boy, at Leicester Square, both from the Korda
table, while 'Three Smart Girls,' at
the Gaumont, is jointly owned by
Universal and Charles Woolf. Rest
are just stopgaps and lingerers.

Estimates

Estimates

Carton—Swing High (Par) (2d week). Although not in the real sock class, is doing moderately. First touched \$12,500, with this week expected to top \$10,000. Will stay four weeks; nothing set to follow. Empire—After Thin Man' (Metro) (2d week). First stanza hit \$40,000, which is swell going after four weeks run of 'Camille' to smashing returns. Pic expected to say third, and maybe fourth week. 'Man in Possession' (MG) follows for two weeks, with 'Captain' Courageous' (MG) as Coronation attraction. Passession' is the Taylor-Harlow starrer titled 'Personal Property' in U. S. Cincinnati. Aoril 20. Pendulum in cages of downtown houses, by and large, at average swing this week. All theatres or Gaumont—Three Smart Girls' (4th)

Gaumont—Three Smart Girls (4th
week) (Universal-Woolt), Smash
from start, averaging \$3,000 daily in
first fortnight. Dropped to under
\$15,000 in third week but again near
capacity in fourth and final week.
Driginally in for fortnight. Could
hold another fortnight, but "Lloyds
of London" (20th-Fox) invust replace.
Lloyds' expected to stay at least a
month.

month.

Leicester Square—'Elephant Boy' (Korda). Just in, with newspaper boys ecstaite. Expected to rake in at least \$25,000 in first week, with word of mouth publicity to keep intake tops for several weeks. Figured for state of the property of the prope

ing over. Good for \$12,000 first week and may even be bester in the second. 'Glamorous Night' (BIP) replacing.

Rialto — Theodora Goes Wild' (Col) 'Gd week). Picture just finished terrific five weeks at Maxwell's ace house, the Regal, which justified it coming to this West-End release spot. Was intended for one week but, with \$5,000 to its credit release spot. Was intended for one week but, with \$5,000 to its credit was released but, with second near for circumstances not healthy. Did \$12,000 first week, with second near \$1,000 firs

Cincinnati. Avril 20.

Pendulum in cages of downtown houses by and large, at average and the control of the con

Albee (RKO) (3,300; 35-42)—'7th Heaven' (20th). Satisfactory at \$11,-000. Last week 'Swing High' (Par), \$13,500, all right.

Capitol (RKO) (2,000; 35-42)—
'Swing High' (Par) (2d run). Okay
at \$5,000. Last week 'Waikiki Wedding' (Par) (2d run), \$7,000, great.

Sun Wilts Montreal Biz; 'Top Town' Dual, \$7,500

Montreal, April 20.
All main stems have new pix currently, but none of them very outstanding. Weather has at last come across with a little sunshine, but this won't help pic biz.

Estimates for This Week

His Majesty's (CT) (1,600; 50)—
"Heads Over Heels' (G-) and 'Man
Who Lived Again' (G-B). Promises
around, \$5,000, fair. Eleventh repeat
of 'Wings of Morning' (G-B), \$3,000,

good for at least two weeks and maybe a third. Incidentally, this is good.

maybe a furth. Incidentally, this is good.

palace (CT) (2,700; 50)—'Top of mount has had flesh entertainment tere.

Regal — 'Winterset' (2d week).

(Radio). Gave the critics plenty to talk about and all agreed that it's lak about and all agreed that it's accs. Management intended to pull it after first week. but raves have the dealy taken effect and it's hold-

and "Murder Goes to College" (Par); \$7,000, iee.

Loew's (M. T. Co.). (3,200; 56)—
Man Who Found Himself' (RKO) and China Fassage" (RKO), plus and China Fassage" (RKO), plus and Lady from Nowhere' (Col) and Lady from Nowhere' (Col) and Lady from Nowhere' (Col) and and Lady (RKO) and (What's Your Birthday' (RKO), good \$5,500. Last week, Quality Street (RKO) and China Overboard' (RKO), \$5,500, Clinema de Paris (Fance-Film).

Gili Overboard (RKO), \$5,500, god, Clinema de Paris (France-Film) (600; 50)—Koenigsmark.' Well patronized: \$2,500 gross likely. Last week, fifth repeat of 'Un Grand Amour de Beethoven,' \$1,500, god, Amour de Krance-Film) (2300; 34) —At all the Charles of the Ch

N.G. Biz, but Plenty Indpls Alibis; Hepburn Low 41/2 G

Alibis; Hepburn Low 4½ Copping of baseball season and roller skating derby, together with annual home show and unusually warm weather, are being used as alibis for the rather mild openings at all downtown houses last week end.

Vauddim Lysic, with Dave Apolloud's child playing a return date here towards a good week. Loew's, with Personal Property dualled with Personal Property dualled with Personal Property.

Estimates for This Week

Estimates for This Week

up in the money.

Estimates for This Week

Apolle (Fourth Ave.) (1,100: 25-40)

Top of Town (U) Although plugged heavily, this one disappoint inn; trade indicates no more than mid \$4,000. Last week, '50 Roads to Town' (20th), very nice \$5,500.

Circle (Monarch) (2,800; 25-40)—Quality Street' (RKO) dualled with 'When's Your Birthday' (RKO). Played up, but bill not garnering much coin at \$4,500, poor. Last week, 'Walkiki Wedding' (Par), in second week did swell \$6,500.

Indiana (Col) (3,100; 55-83-1.10-1.50)—Lost Horizon' (Col). Roadshowing engagements are usually lightweight in this town and this one is running true to form except for a good sale of the 55c, tickets. Last week. (Loev's) (2,800: 25-40)—Loew's (Loev's) (2,600: 25-40)—Loew's (Loev's) (2,600: 25-40)—Loew's (Loev's) (2,600: 25-40)—

week. 'Cloistered' (Foreign'), mild at \$4,300.

Loew's (Loew's) (2.600; 25-40)—
Personal Property' (MG) and 'Racketeers in Exile' (Col), dual. Fact that
incure was dualled is tip-off to natives that it may not be so good.
Closs dandy at \$5,000, but unded
Good dandy at \$5,000, but unded
Garth' (MG), in road-show run at
\$1.50 top, was not extra at \$5,200.

Lyrie (Olson) (2,000; 25-30-40)—
'Call It Day' (WB) and Dave Apollon
on stage. Repeat date for stage show
within six months of previous visit.
Film also helping towards \$10,300.
dandy. Last week. 'Marked Woman'
(WB) and 'Pine Ridge Folli' on
stage, nitty \$10,500.

MRS. BEID'S DELAY

MRS. REID'S DELAY
Hollywood, April 20.
Mrs. Dorothy Reid, in Samoa filming atmosphere backgrounds for Monogram's Paradise Island, is being forced to delay her departure for Hollywood until May 7, due to inclement weather.
Starting date on picture, on which Mrs. Reid will act as associate producer, has been set back from May 1 to June 1.

Spring Dents B'way, but 'Swing' Is High with Armstrong's Orch. At \$56,000; 'Marked' OK 25G 2d Wk.

TOP TOWN, 15G, ST. L.'S BEST **GROSSER**

'Top of Town,' at Fanehon & Mar-co's 5,000-seater Fox, should be tops in b.o. tax currently. Plc was given swell exploitation campaign and lo-cal erix said nice things about it.

F&M's St. Louis theatre, where combo policy has been in effect since reopening, Sept. 4 last, is discontinu-ing stage shows Thursday (22). To run straight pix. Estimates for This Week

Estimates for This Week
Ambassafor (F&M) (3,018; 25-4055)—Call It Day' (WB) and 'That
Man's Here Again' (WB). Should
collect \$12,500, trifle above average.
Last week, 'Love Is Young' (U) and
Time Out for Romance' (20th), finished with \$10,700, poor.
Fox. (F&M) (5,038; 25-35-55)—Top
of Town' (U) and 'Too Many Wiys'
(RKO), dual, Swell campaign
should help this one to \$15,000, good.
Last week 'Marked Woman' (WB)
dual, 'ended with \$11,000, so-so.
Leew's (Loew) (3,162; 25-35-55)—
Leew's (Loew) (3,162; 25-35-55)—

dual, ended with \$11,000, so-so.
Leew's (Loew) (3,162; 25-35-55)—
History Made Night; (UA) and Elephant Boy (UA), dual. Should get locay \$1,000, Last week, third for Maytime' (MG), \$9,700, good.
Missouri (F&M) (3,164; 25-35-55)—
Fitty Roads to Town' (20th) and Midninght Taxi' (20th), dual. Looks like \$10,700, nice. Last week, Promise to Pay' (Col) and Racketeers in Exite' (Col), dual, \$9,200, fair.

St. Louis (F&M) (4,000; 25-40)—
Her Husband Lies' (Par) and stage show. Poor \$6,000 is all in sight for last week of stage shows. Last week We Have Our Moments' (U) and stage show, \$5,000, average.

The pickings on Broadway are growing a little leaner this week, what with racing and baseball getting under way, coupled with arrival of nice spring weather. As a result business went away off Monday (19) and yesterday (Tues.), Majority of what's around is being garnered by the Paramount; with Louis Armstrong the onstage magnet with 'Swing High, Swing Low,' and by 'Marked Woman,' latter in its second week at the Strand. The 'Swing High-Armstrong combined to the dip and yesterday (Tues.), house might have topped the high of \$59,600 established by 'Plainsman' and the Ray Noble band during the winter, first five days at \$45,000 having been best first five days since the policy. 'Marked

than a weak \$6,000 with Family Affair.

The 11th week of 'Good Earth' at \$13,100, and the seventh week of 'Cost-Horizon' at around \$13,000, are both okay but probably not more cach unless the twice-daily runs are each unless the twice-daily runs are each unless the twice-daily runs are to be forced. Metro has set no tentative opening date, for 'Captains, Courageous,' when and if, at the Astor, but it will probably be around the middle of May. Film's road-showing is beling tested with a Philadelphia engagement this week the delphia engagement this week delphia engagement this week with 'Romeo and Juliet' on third run and the Horace Heidt orchestra, indications pointing \$27,000 or over. Palace is disappointing, with 'Seventh Heaven' (2d run) and 'China Passage' (ist run), only around \$8,000.

Estimates for This Week

Estimates for This Week

Astor (1,012; 55-\$1,10-\$1,05-\$2,20)—
'Good Earth' (MG) (12th week). At
\$13,100 last week (11th)' still showing good enough profit to last three
or four weeks more. 'Captains Couregcous' (MG) will probably follow.
Capitol (4,820; 25-35-55-85-\$1,25)—
'Personal Property' (MG). HarlowTaylor starrer not as much as \$20,000. Last week, fourth for 'Maytime'
(MG), good at over \$25,000. 'Good
Old 'Soak' (MG) opens tomorrow
(Thurs.).

Criterian (1,622; 25-40-55)—'Vol'-

very good.

Radio City Music Haii (5,980; 40-08-59-8;165)—Woman I Love' (RKO) and stage show. A mild \$75,000 or n bit over, will bring some profit. Last week 'Quality Street' (RKO) proved its quality not so hot, \$72,000

Rivol) proves its quanty not so not, \$272,000.

Rialte (750: 25-40-55)—A lly \$6,000 seen. Second week for "Elephant Boy (UA) \$7,500, good after initial seven days take e.g. 120.

Love in (1022; 25-55-55-80)—Love for power of the control of the co

Detroit, April 20.

Managers in a quantary as bossession and content of the Meritage of the of the Merit

Detroit Sitdowners Now Have Stayaway Habit; Fox, Mich., 22G Ea.

Wake Up' Livens Roosevelt, Chi, To Socko \$22,000: 'History' Plus Stage Show 30G, Loop's Nice B.O.'s

With a new line-up of pictures for the bulk of the loop's flicker palaces, the general tone of the control of the bulk of the loop's flicker palaces, the general tone of the control of pictures into the smaller houses or out entirely after a short stay. "Waikiki Wedding, for instance, was pushed out of the Roosevelt and into the Garrick though the Crosby picture has enough strength left to continue at the bigger house at least for another week. The control of th

Oriental (B&K) (3,200; 25-35-45-55)—'Midnight Taxi' (WB) and vaude. Profitable at \$17,000. Last week 'Husband Li' (Par) sad at

vaude. Profitable at \$17,000. Last week 'Husband Li 'Par' sad at \$12,500.

**Passec (RKO) '2,500; 35-55-65-75)

**Passec (RKO) '2,500; 35-55-65-75)

**Passec (RKO) '2,500; 35-55-65-75)

**Passec (RKO), the Astaire-Rogers (RKO).

**Rogers (RKO).

**Rog

United Artists (B&K-MG) (1,700: 35-55-75) — Maytime' (MG) (4th week). Galloping along with hardly any letdown in the pace. Again above \$12,000. excellent for the ses-sion after taking \$12,300 last week. 'A Star is Born' (UA) next.

Roads Lead Away From Lincoln Pix: Davis. \$2,700

Lincoln Pix; Davis, \$2,700

Marked Woman' is aiming for the best bo. for straight films, thought best bo. for straight films, thought best bo. for straight films, thought out the lure of the open road for the past two weeks. Vaude still gets em, though, at the Orpheum.

Estimates for This Week

Liberty (LTC) (1,200; 10-15)

"Whistling Skull" (Rep) plus 'Big
Brown Eyes' (Par), split with 'Kid
Millions' (UA) plus 'Jim Hanvey, Detective' (Rep), Just fair \$900 in sight Last week, Borderland' (Par) plus 'Night Wittess' (RKO), split with 'Kid with 'She's Dangerous' (U) plus 'About to Di' (RKO), got only \$900, poor.

'About to Di' (RKO), got only \$800, poor.
Lincoln (LTC) (1,600; 10-20-25) —
Marked Woman' (WB), Doing okay, the red light slightly suggested in the ads helping. About \$2,700 and oke. Last week 'Ready, Willing' (WB) plus 'You Only Live Once' (UA), good \$2,800.
Orpheum (LTC) (1,350; 10-15-20-25-35) — 'Midnight Taxi' (20th) plus Around the World' unit, split with Man's Here Again' (WB) and Meade's Woman' (Par.) Business as usual to the upside, \$2,700. Last week Husband's Secretary' (WB) with Major Bowes ams, split with 'Breez-

ing Home' (U) and 'Two Wise Maids' (Rep), good \$2,800.
Stuart (LTC) (1,900; 10-25-40) —
King and Chorus Gir! (WB), National ads, but better than average is unlikely; about \$3,000. Last week 'Heaven' (20th) shaped up a dud, rating only poor \$2,400, 100; 10-15-20-25) — Girl Loves Boy' (GN). House is trying single features because of the increased public sentiment in these parts against duals-Prospect is for \$1,200, ice. Last week, '23½ Hours Leave' (GN) split with 'Woman in Distress' (Col), got \$1,100, better than expected.

'Heaven,' \$17,000, Town, \$10,000, Top Buff. B.O.

Grosses are well above average for the current period. Continuance of cool weather locally is helping the gates. 'Heaven,' at the Buffalo, is spurting nicely and 'Top of Town' at the Lafayetle looks good for the

saurting inicely and 'Top of Town' at the Lafayette looks good for the upper ranges.

Estimates for This Week
Baffalo (Shea) (3,600; 30-40-55)—
Seventh Heaven' (20th). Maybe \$17,000, good. Last week, 'Fifty Roads to Town' (20th) and Bowe unit built up to fine \$20,500.
Century (Shea) (3,400; 25-35)—'Espionage' (MG) and 'Criminal Law; (Chal), and 'Wings of Morning' (20th), Lask (Shea) (3,400; 30-50)—Marked Woman' (WB), Looks like a good draw; good \$8,000. Last week, 'Waklik Wed (20th). Looks fairly strong; maybe \$7,500. Last week, 'Waklik Wed (20th). Looks fairly strong; maybe \$7,500. Last week, 'Waklik Wed (20th). Looks fairly strong; maybe \$7,500. Last week, 'Waklik Wed (20th). Dooks fairly the find full of the strong fairly for better than \$10,000, fine Last week, '23½ Hours Leave' (GN) and 'Woman Alone' (GB), good \$7,500.

Ancestor Worship

Ancestor Worship
Hollywood, April 20,
Mischa Auer is trying to pick up
pin money from quality autograph
hounds who know who's who in
music. For those who want him to,
add Mischa Auer, grandson of Leopold Auer,' he demands 50 to 500
bucks.
P. S.—He doesn't get it.

SPRING HYPOS OMAHA

Internes,' Unit ig \$14,500; Taylor-Harlow OK 9G

Omaha, April 20.
Orpheum brightest in the theatre aura with another stage show, Look and Life Vanities. Price for this hopped up to 55c top with 35c mat and should skip along to good money with 'Internes' Can't Take Money' helpi out on the screen. Risque angles played up in the ads.
Omaha right in swim with 'Personal Property'. Spring at last landed solidly and aiding theatre blz.

stimates for This Week

stimates for This Week
Brandeis (Singer-RKO) (1,250; 2535-40)—Mountain Justice (FN) and
That Man's Here Again (FN) with
latest March of Time. Nothing extra, but fair enough at \$4,600. Last
week Marked Woman' (FN) and
Tet's Get Married' (RKO), good
enough to top \$5,000.

Omaha (Blank) (2,100; 25-40)—
Personal Ahoperson (Justice)
Hospital (Last) (2,100; 25-40)—
Personal (Ahoperson (Justice)
Hospital (Last) (1,100; 1,

Rain, Gale Nick Seattle Biz: 'Town' N. G. \$6,500

Seattle, April 20.

Seattle, April 20.

Rains and a 49-mile gale hurting theatres some, but town seems on upbeat as a general thing. Strike uncertainties, as in the lumber business, seem past. Lost Horizon' is in second week at Metropolitan and proving that roadshowed pix are a natural, for the legit spot. Opening Sunday (25) is 'Good Earth' (MG) and advance is heavy.

Slight price-lift given town, with all Hamrick-Evergreen houses putting evening prices in effect Sundays and holidays at I pm. Daily mat prices also up in these spots from 27c. to 32c. but the seems of the seems

Estimates for This Week
Bue Mouse (Hamrick-Evergreen)
(900; 32-35-42) — Waikiki Wedding'
(Par) and 'Penrod and Sam' (PN),
dual, moved from Paramount after
two good weeks. Indicate big \$4,000.
Last week, 'Personal Property' (MG)
and 'Outcast' (Par), dual, third week,
\$2,101, moderate from tick - Evergreen)
(1,900; 21-32)—"Lioydis' (20th) and
'Dangerous Number' (MGM), dual,
Rates big \$5,00. Last week, 'Camille'
(MG) and 'Holy Terror' (20th), dual,
socko \$5,200.

Rates-Dig Solovo. (MG) and 'Holy Terror' (20th), dual, socko \$5,200. Colonial (Sterling) (856; 11:46-21) Colonial (Sterling) (856; 11:46-21) Colonial (Sterling) (RO) and Sand-Row (Colonial Colonial (Ro) and Rond-Row (Ro) and Rod-Row (Ro) and Row (Ro) and Rod-Row (Ro) and Row (Ro) and Ro

Spring in Pitt. and Wickets Sing; Lewis Ork, 'Soldier' Big \$25,500; Crosby, 16G

(2,400; 32-37-42) — Top of Town'
(U) and Family Affair' (MC), Heavily exploitated, but slow at \$6,500. Last week, 'Seventh Heaven' (20th) and 'Step Lively', Jeeves' (20th), dual, \$6,700, mild.

Liberty (J-yH) (1,900; 27-37-42) — Thistory Made Night' (UA) and Let's Get Married' (Col) (4th week), dual, Jumping up to \$5,000 and still holding. Last week, nice \$4,200.

Metropolitan (Univers'y Theatres) (1,450; 58 - \$1,73) — Lost Horizon'
(U) (2nd week). Still enjoying big biz. Last week, \$10,500, great.

Music Box (Hamrick-Evergeen) (900; 32-37-42) — 'Maytime' (MG) (4th week). Anticipate good \$3,800. Last week, same film, \$4,900, bi

Orpheum (Hamrick-Evergeen)

Cast week, same film, \$4,900, bi
Orpheum (Hamrick - Evergreen)
Ciri' (WB) (2nd week), Expect okay
\$4,900, Last week, first, \$4,900, bi
Palemar (Sterling) 1(450);
Palemar (Sterling) 1(450);
Palemar (Sterling) 1(450);
Palemar (Sterling) 10,450;
Palemar (Sterling) 10,450;
Man Betrayed' (Rep) and 'Horse-feathers' (Par), dual, with vaude, \$3,900, Last week,
Man Betrayed' (Rep) and 'Horse-feathers' (Par), dual, with vaude, \$3,800, okay,
Paramount (Hamrick-Evergreen)
C3,106; 323-37-42) — 'Internes Can't
Take Money' (Par) and '50 Roadsto Town' (20th), dual, Anticipated good \$6,500, Last week, Waikliki
Wedding' (Par) and 'Penrod and Sam' (FN), dual, second week, \$6,400, big.

big.

Roosevelt (Sterling) (850; 21-32)—
Winterset (RKO) and 'Champagne
Waltz' (Par), dual. Looks like \$2,700,
good. Last week, 'Smart Girls' (U)
and 'More Than Secretary' (Col),
third week, steady at \$2,400. Might
have held fourth week.

B. B. DENTS K. C. **B. 0.'S; 'LOVE' HOT 13G**

Kansas City, April 20.
With spring weather, the baseball plant at Muehlebach Field and the golf courses are running stiff competitish to pic houses current week. Tower's 'Love Is Young,' with Minevitch's Harmonica Rascals minus Minevitch on stage, only house doing real biz.

Estimates for This Week

Mainstreet (RKO) (3,200; 25-40)—
'Quality Street' (RKO) and 'Husband Lies' (Far). Dual indicates average \$8,500. Last week, 'Marked Woman' (WB) and 'Man's Here Again' (WB), nice \$9,800.

Midland (Loew) (4,000; 25-40)—
Maytime' (MG) (2d week). Looks like fair \$9,000, after terrific \$18,300 in first stanza.

Newman Pary (1,000; 25-40)—
Soldier and Lady' (RKO) and 'Jane Turber' (RKO). Getting fair play at \$4,500 Last week, Cloistered' (Best) and We're on Jury' (RKO), \$4,500, \$4,500.

and We're on Jury (RKO), \$4.500, poor, or pheum, (2,200; 55-83-\$1.10-\$1.65)—Good Earth' (2d week). Two-adever eased off to fair \$7,500 last week. Lost Horzon (Co) in Friday (2,200; 25-40)—Love a Young and vaude. Swell \$13,000 in sigh thanks to vaude \$10,000 in \$10,000

Top Town,' \$9,500, Nice In Denver; 'Earth' Okay

Denver, April 20.

Top of Town' is topping this town. Good Earth' got good start in road-show at Broadway and 'Maytime' is strong in its second week at the Orpheum. Stage show at the Denham is good, but not up to expectations.

Estimates for This Week

Estimates for This Week

Anaddin (Fox) (1.500; 25-40)—

'King and Chorus Girl' (WB), following a week at the Denver. Doing good \$3,500. Last week, 'History and the light of the collowing a week as at 1.0-\$1.50)—The Good Earth' (MG). Biz proving okay. Last week, 'Geyenth Heaven' (20th), \$2,500, good considering the film played week each at Aladdin and Broadway.

Denham (Cockrill) (1.500; 25-35-50)—'Girl from Scotland Yard' (Par) and stage show. Drawing good \$7,000, but not up to expectations. Last week, 'Waikiki Wedding' (Par), in its second week, held up nearly

Downtown hasn't had a week-end break in years like the one just passed. Weather looked like June had aiready arrived and everybody was apparently in mood to buy entertainment.

That Ted Lewis is probably most consistent raw burg has ever had a serie per on the series of the series

siightly disappointing at Alvi

**Estimates for This Week
Alvin (Harris) (2,000; 25-35-40
**Top of the Town' (U). Plenty of ballyhoo for this one, but it's not ballyhoo for this one, but it's not delivering in expected fashion. May top \$7,000, but that's disappointing and hardly enough to chance second week. As result; house will slip in another dual to the continued of the c

Ky. Teachers Strong For Taylor-Harlow Clinches, Big \$11,000

Louisville, April 20.
Town overrun Thursday (15) through Sunday (18) by some 15,000 teachers attending Kentucky State Teachers Assn. convention. This always means b. o.'s are kept humming, visitors being mostly from small burgs and rural sections and a gander at several pics while i town'is usually on the must list.

Personal Property at Loew's State proving that public here plenty strong for Harlow-Taylor combo. Mary Anderson doing well on second week of Marked Woman, while Top of the Town' at Strand will give that house its highest gross in months.

Estimates for This Week

Estimates for This Week
Brown (Fourth Ave.-Loew's
500; 15-25-40)—'Waikki Wee
(Par) and '23½ Hours Leaye'
(Continued on page \$9)

as well as the opener. id \$7,500 i second stanza.

Denver (Fox) (2,500; 25-35-50) —
Top of Town' (U) and stage band. Okay at \$9,500. Last week, King and Chorus Girl' (WB), a fine \$10,500 and went to Aladdin for extended run.

Orpheum (RKO) (2,600; 25-35-40) —
Maytime' (MG) (2d week). Still delivering nice biz, \$7,400. Last week, same pic smashed through to house record, finishing with \$15,500. Paramount (Fox) (2,000; 25-40) —
Nancy Steele' (20th) and Time Out of Komance' (20th). Fair draw at \$2,500. Last week, We Have Moments' (U) and Breezing Home' (U), \$2,500, fair.

Strip Unit Aids '50 Roads' in Mpls. to Big \$14,000; Gravet Disappointing 16G

Minneapolis, April 20.

Business still very spotty here, only two loop houses currently getting any substantial play. Stage the stage of the stage o

from the Minnesota, continues to click.

'King and Chorus Girl,' at the Minnesota, a disappointment, Heavily and effectively exploited and winning praise from critics and customers, it nevertheless off to a very poor start.

Estimates for. This Week

Aster (Publix-Singer) (900; 15-25)

- Mind Your Own Business (ParMind Your Own Bus

runs, \$1,500, good.
Century (Publix-Singer) (1,600; 2535-55)—Maytime' (MG) (2d week).
Moved. here from Minnesota, may
reach good \$8,000. Last week, 'Quality Street' (RKO), \$3,500, bad.
Minnesofa (Publix-Singer) (4,200;
25-35-55)—King and Chorus Girl'
(WB). No stone unturned as far as
exploitation and advertising were

concerned, and everybody seems to like picture, but trade is far from brisk. Stould build, overver, build, build build, overver, build, build,

\$14,000 indicated. Last week, "Too of the Town' (U), \$6,000, disappointing.

State ublix-Singer) (2,300; 25-40)—"Mamma Steps Out' (MG) and Soldier and Lady' (RKO), dual. Traveling along at fair pace, \$3,500 in prospect. Last week, 'Family Affaison' (Berger) (290; 15-25)—"Head Over Heels' (GB), Jessie Matthews' citture strong attraction for this house, en rute to only \$750, bad. Last week, 'Man of People' (GB), \$700, poor.

Uptown (Publix) (1,200; 25-35)—"God's Country' (FN), First nabe showing, fair \$2,500 indicated. Last week, 'Maid of Salem' (Par), \$3,000. World (Steffes) (350; 25-35-40-55)—"Cloistered' (French) (2d week), Drawing select trade, fair \$1,000 in prospect, Last week, \$1,500.

100% Amus. Unionization

tre, where there are no other unions already involved.

In those situations where there are unions, such as janitors unions other recognized organizations, they will receive the full benefit of the LATSE strength, in man-power and executive support.

executive support.

16,000 Theatres

is theatrical unionization drive
is scheduled to cover fully 16,000
theatres throughout the U. S. and
clanada, and is designed to make
these houses 100% union, and, if not
otherwise organized, then through
the IATSE.
It is understood at

these houses 100% union, and, if not otherwise organized, then through the IATSE. It is understood that the theatre union drive will not insist on the organization of the managers of thetares. These men will be invited into the new IATSE grouping, but it will not be, a matter of compulsion that these workers be union men. This national board decision is part of a general move on the part of the AFL to offer organization to all workers in the theatrical business, not afforded such organizational strength, and support at present. IATSE is tying in its theatre organizational drive closely with its Coast production unionization drive, which will be under the supervision of William Bioff. Coast situation has been assigned to Bioff, not only forstudio organization, operations, but also for the new theatre drive. Bioff will be responsible only to and will-report directly to President Browne. Coast Situation

Order covering the Coast situation into the IATSE, and includes every unorganized division into the IATSE, and includes every unorganized of the catual making of pictures and brought into taken out of the studios, from the office, help to manual laborers. As in every other aspect of the IATSE drive, this order naturally excludes the production of the motion of the production of the producti

In every other aspect of the IATSE drive, this order naturally excludes those workers who are protected at present by other recognized AFL. In addition to the organization of the production division of motion pictures, the theatre and exhibition end of the business, the IATSE is also taking over the unionization of the distribution field in pictures—the exchanges in some 32 key exchange centers in the United States and Canada. This unionization drive takes in not only the exchanges sowned and operated by the major film companies, but also the independent and states-right exchanges. 5,000 Members in Exchanges This organization of exchanges, which is now in progress is reported by Browne to be going along at a satisfactory pace with fine cooperation from the film company heads within the state of the cooperation from the film companies on the nation will be completely unionized with nearly 5,000 new members added to the union in making his report to Browne and the executive committee last week, Coast chieftain Bioff indicated that within the last three weeks more than 4,000 new members had been brought into the organization under vericus sub-divisions.

Fowne himself said anent the cooperation with the excentive from the film companies, The IATSE and the executive board are pleased and hapy the lendid cooperation we have received from the film companies, The IATSE and the executive board are pleased and hapy the lendid cooperation we have received from the flam companies, The IATSE and the executive board are pleased and hapy the lendid cooperation we have received from the flam companies, The IATSE and the executive board are pleased and hapy the lendid cooperation we have received from the flam companies, The IATSE and the executive board are pleased and hapy the lendid cooperation we have received from the flam companies, The IATSE and the executive board are pleased and hapy the lendid cooperation we have received from the heads of the thindustry.

It will be a Freddie Bartholomew success of the cooperation t

ing, but was tabled until June 1 for further discussion. It was put Into unfinished business although Browne himself led a thorough discussion on the situation, and the meeting itself, in an off-the-record agreement, indicated that the IATSE executives believed in organization of the outdoor business in the very near future, not only to help the workers in the outdoor field, but to assure a closer working cooperation between the outdoor business and the theatres themselves.

Browne spokesman the IATSE states that his organization has watched with uneasiness the growing distrust and emnity between the outdoor and theatre branches of the amusement business, and that

the amusement business, and that the IATSE feels that there is no real the IATSE feels that there is no real need for the outdoor business to be continually working against the theatres. For that reason Browne and the other members of the IATSE executive committee believe that the unionization of the outdoor workers would lead to a closer feeling of cooperation and a sense of trust between those two branches of the business.

tween those two branches of the business.

It was brought up at the meeting that the carnivals, especially, came into various small towns and cities and with their small pay and non-union help actually injured the theares, which is a permanent part of the city and which spends its money for union help and in other ways in that same city. And where the theatre lost money because of a carnival's unfair competition, it was the union labor that worked in the theatre which also suffered. With that thought, it was voted to postpone action on the outdoor biz, but that each member of the exec board carefully think over the problem until it is brought before the board again in June.

CASEY TO ACT

Steffes' Fancy Ideas On Roadshow Pix Terms

Minneapolis.

Minneapolis,
With W. A. Steffes demanding a
\$1,500 guarantee and a 50% split of
the gross for his end, Good Earth;
and Lost Horizon' roadshow ngagements, planned for Steffes' Alvin,
theatre, only available spot, are out
for Minneapolis. Steffes' terms are
the first \$1,500 to go to him and
everything above that figure to be
split 50-50, with the house and attractions sharing equally in advertising and incidental expenses.
Metro now is trying to make a
deal to roadshow 'Earth' in the Century Publi, loop first-run house.

IATSE IN MOVE TO UNIONIZE **EXCHANGES**

unionization of all exchange em-ployees in Greater York has just been taken by the International **Al**li Theatrical Stage Em-

ployees in naming Joseph D. Basson as chief organizer. dent of Local 306. Movi

dent of Local 306, Movi icture
Machine Operators of New York. He
has named as his assistant, nk
Ruddock, a v.p. of 306.
Present plans of the I. for
unionization of the exchange workers comes about a year after an
abortive attempt to sew up the
branches, major and indie, by the
Film Exchange Employees Union,
which since has gone out of existence. This union obtained a direct
American Federation of Labor
charter, but after meeting with failure in its drive to organize exchanges in New York its aims were
absorbed by the United Theatrical
and Motion Picture Workers, an independent union without any A.F.L.
or C.I.O. affiliations.

Denver's Plans
Denver, April 20.
The local Film Exchange Union has filed notice with the state industrial commission, asking for increased wages, ours and conditions now in effect, are remain the same. The notice to the industrial commission is according to Jaw, the law forbidding a strike or lockout without 30 days.

forbidding a strike or lockout without 30 days?

The union is asking for \$35 for shippers and heads of ad sales, with \$25 for assistants, \$22 for head, spectors and \$22 for assistants. A scale of \$2.50 to \$5 less is being asked for shippers and assistants in small exchanges.

According to Ralph turdevant of the operators union, organizer, every man but one is signed in nine exchanges. Fox and Metro employes have remained out of the union, they getting more than the average here-tofore, but slightly less than asked by the union.

Officers include ud Austin, WB, president; Lee Cronk, Paramount, v.p.: Sue Rhodes, recording the signed in lary, and Max Gilbert, ia, secretary-treasurer.

Actors Guild, Painters Lead Fight On Film Producers to Force Exec **Recognition Under Wagner Act**

DELUXE LABS SIGNS WITH UNION; 10% TILT

igning of wage agreement by De Luxe Iaboratories, N. Y., last week was hailed as a mion victory by IA Local 669. Union officials say that it means a closed shop with a general 10% increase in scale and \$22 minimum. They designated it as the first agreement ith De Luxe, largest picture film printing lab in the world. Richard Walsh represented IA, and Alan E. Freedman, president of De Luxe, carried negotiations through to a successful and peaceful conclusion.

through to a successful and the conclusion.

Both sides this week mi imized that a walkout threatened in case of disagreement on terms. 'March of Time,' which prints its reel at the time early last week deor disagreement of the prints its reel at the lab, for a time early last week delayed making changes in its current release to cover Wagner act decision until pact was signatured.

ACTORS' GUILD HAILS PRODS. **ON MOVE**

Hollywood, April 20.
Producers drew a salvo from the Screen Actors Guild for recognition under the collective bargaining provision of the Wagner Labor Act. Kenneth Thomson, Guild secretary, is holding studio heads to their asserted promise to open negotiations by April 25 when Guilders were denied membership to basic agreement at N. Y. meeting.

If potition goes unheeded, Thomson threatens to appeal to regional

son threatens to appeal to regional director here of the National Labor Relations Board.

B'way Tyros in H'wood **Demand Following Show**

Result of the first annual benefit of the newly formed Understudy Club of young Broadway legiters A paril 11 at the 48th St. theatre, N. Y., is six screen tests for participating in members and three interviews with the Theatre Guild for others.

Timediately after the performance scouts for three corpanies began incontacting Penny Bancroft, president, for names. Result is RKO will the statement of the property of the control of the property o

April 20, inters uni an Screen Actors Guild, film industry crafts outside the basic agreement will gang up on producers this week to demand recognition under the collective bargaining clause of the Wagner labor act. A separate

ner labor act.

A separate reement will be sought by each craft, but the newly formed unnamed film labor federation will supervise negotiations and nix any individual contract that is considered detrimental to other members of federation. In event producers refuse demands, fight will be taken before Dr. Towne Nylander, regional, irector of the National Labor Relations Board.

Hald Secret Elections

Hold Secret Elections

Crafts new federation have been holding secret elections all week in effort to show they represent major-ity of workers.

ity of workers.

It was anticipated here that the signing in N.w York last week of a new basic agreement between the studios and four of the internation labor groups would result in a minum of agitation within the industry situated in Hollywood. The situation has taken a radical turn, however, since the decision by the Supreme Court legalizing the operation of the Wagner Labor Act and its principles governing collective bargaining.

Under the studio hasic agrees.

governing collective bargaining.
Under the studio basic agreen
the signatory unions are the United
Brotherhood of Carpenters and Joiners of America, the International
Brotherhood of Electrical Workers,
the American Federation of Musicians and the rotherhood of Temsters, Chauffeurs, Stablemen and
Helpers.
Excluded from the agreement are

Excluded from the agreement are the Brotherhood of Painters, Paper-

Excluded from the agreement are the Brotherhood of Painters, Paperhangers and Decorators, and the Screen Actor's Guild, which holds a jurisdictional charter from the California State Federation of Labor.

It is stated that there are more studio employees not members of the unions, which come within the scope of the basic agreement, than the number on the union rolls. he Screen Actors' Guild asserts: a membership of 6,000, of whom 4,500 are extras registered at the Central Casting Office. Spokesman for producers has asserted that formidable as this SAG membership appears, it does not in actuality represent a majority of all registered screen players and extras. This is a point which will be debated when and if the SAG makes its bid for recognition by appeal to the NLRB.

Painters Nix Idea

Producers have agreed for the Producers have agreed the producers have agreed for the Producers have the Producers have agreed for the Producers have the Producers have agreed for the Producers have agreed for the Producers have the Producers have the Producers have the Produc

Painters Nix Idea
Producers have agreed for th
Painters to re-enter the basic agr
ment as of 1932, but Painters ni
offer because makeup artists an
hair dressers were not included.
Leaders of the new federation
nounced the organization would include actors, painters, plasterer,
laborers, script girls, cutters, studi
workers, scenic artists, makeu
tists, architects, hair dressers, and
animators. Most of them have no
yet perfected an organization, but
actors, painters and machinists are
ready to open negotiations with producers.

ready to open measurements of the federation is reported to have acted as freeze-out of Committee for Industrial Organization, which had announced liming dustry in its entirety would be organized into a vertical union.

Same Variety Clubs' Officers: Conv. Clicks

Busin as meeting of National Variety Clu s. convention closed Saturday night (17) choosing Cincinnatias its 1938 convention site.

ine-up of officers: John H. Harris, Pittsburgh, chief barker, M. R. Clark, Columbus, first assistant barker; John Maloney, ittsburgh, see-assistant. Frank Drew, ittsburgh; doughboy, and James almer, Pittsburgh, property master. Al reelected, as was board of directors. Banquet and show Sunday had capacity house of 400 attending afternoon session. 'Slippery Guld,' an 11-act variety bill, was m.c.'d by George Jessel.

Proposed CIO Body Organizing N. Y. Theatre Mgrs. and Personnel

Theatrical Business Representa-tives' Guild, which has a certificate of application from the ClO, is sponsoring an ordinance license. New York City picture house man-agers. Union claims that the measure now is being prepared for resenta-tion by Alderman Lew Haas. Or in inance would set a minimu age nance would set a minimu age limit and provide other qualifications as to character and exper

limit and provide other qualifications as to character and exper TBR Guild is organizin in Chicago, Detroit, St. Louis, Boston and Los angeles as well as in New York. City currently. Organization was started last month. Hal liver is president. The guild expects to receive a Clo charter, As now constituted, it takes theatre managers, press agents and theat surress under its wing.

The TBR guild has transmitted at the regional board.

letter to L. Thompson of RKO theatres calling attention to certain alleged unfair practices. In this note, sent by the guild, it was claimed that in March, and again this month, an executive of RKO sent warnings to managers of New York RKO theatres to the following effect. 'Any manager or RKO employe attending any meeting of the guild (meaning the Theatrical Business Representatives' Guild) need not report back to work the following day.'

OPENING THIS WEEK TH

"Question her love? Never ... I'd just as soon question his honor!"...

"She is the ... But ... friend!"

THE WOMAN I

with LOUIS HAYWARD

Directed by ANATOLE LITVAK Produced by Albert Lewis

You always look to Muni for the year's outstanding Now look to Muni and Hopkins for the year's outsting picture! A mighty, passion-swept drama foug that heart-breaking love-war that knows no armis

An RKO RADIO PICTURE

ROUGHOUT THE NATION!

oman I love! e is my best BACKED BY A SWEEPING NATIONAL ADVERTISING CAMPAIGN in hundreds of newspapers!... FOUR SMASH THREE-QUARTER-PAGE ADS

... heralding the coming of this big show to millions of readers ... pre-selling seats for theatres large and small in every corner of the country!...

This is an actual-size reproduction of just ONE of production of just ONE of the FOUR three-quarterthe FOUR three-quarterthe FOUR three-quarterthree-quarterpage displays currently page displays selling a big show in a selling a big show in a big way!

RS big was

PAUL MUNI winner of the 1936 Motion Picture Academy Award, nowcrownshis career with the greatest role of 1937.

e!

THE TRADE CRITICS SAY:

"Here is a smashing pageant of the Great War seen from the viewpoint of a French flying squadron and intensified by a triangle love story of tragic power. The picture is brilliantly conceived and brilliantly executed, sweeping the spectator through a maelstrom of exciting and deeply moving events with a flow that elicits maximum sympathy. It is pictorially opulent and is enacted magnificently by a cast of highest calibre. With all these assets IT WILL EXERT A STRONG BOX-OFFICE PULL EVERYWHERE AND CAN BE COUNTED ON FOR LARGE PROFITS."

-Hollywood Reporter

"Crisp, swiftly told and gripping . . . should find extensive favor and account for itself substantially at the pay window."

—Hollywood Variety

"Strong emotional appeal in this story . . . Splendid performances impart to the production even greater appeal."

-Motion Picture Daily

"Beautiful handling of triangle love theme puts this with topnotchers . . . Audiences will go for this one."

-Showmen's Trade Review





DIRECTED BY MARK SANDRICH * A PANDRO S. BERMAN PRODUCT

CLEAR YOUR THROAT FOR CHEERING—HERE THEY COME ON ROLLER SKATES!... Refreshing as an April shower... Exciting as a kiss from a stranger...The world's gay dancing sweethearts stepping higher, wider, brighter than ever, in their grandest show of all!...Foot-free Fred and flame-haired Ginger surrounded by the screen's greatest comedy cast, and three-score of Hollywood's hand-picked glamour-girls!

Slap That Bass



PERSONAL PROPERTY

PERSONAL PROPERTY

Methodising Palmayer rels es of Julin W.

Children J. Robert Triylor. Directed by M.

Methodis J. Robert Triylor. Directed by W. S. Van Dyke. Screen sluy. Hunh Mills and forest, 1919.

W. S. Van Dyke. Screen sluy. Hunh Mills and forest, 1919.

W. S. Van Dyke. Screen sluy. Hunh Mills and forest, 1919.

W. S. Van Dyke. Screen sluy. Hunh Mills and forest, 1919.

W. S. Jan. S. H. S. Harter, 241.

W. S. Standar, 1919.

Methodis Direction of Mills and Screen sluy. Herbit Charles of Mills and O'Connou Mars. Bulms.

Con. Witherspan Con. Witherspan Callerin Mills Bulms.

Con. Witherspan Con. Witherspan Callerin Mills Bulms.

Line Standard Mills Screen sluy. Herbit Charles of Mills Mi

For the undergraduates, It makes no pretentions to greatness, being satisfied there are enough customers who will gaze upon and listen to Jean Harlow, in pajamas, and Robert Taylor, in a dressing gown, engage in some harmless bedroom dialog about the weather. This theory seems correct, bus the property is just a good two-reel farce padded rather thinly into a feature. It is well enough directed and acted, contains an idea sufficiently ris just a good two-reel farce padded rather thinly into a feature. It is well enough directed and acted, contains an idea sufficiently risque to be highly amusing, if the director and writers hadn't blushed and pulled their punches. In consequence, the film is too self-conscious, and situations with might have the Houwer, the picture will draw (without being any panic), but neither the two stars nor the director. W. S. Van Dyke, will gain professional prestige because of it. There is a place for a buddoir story on picture screens provided the proper subtlety and smartness is employed in the telling. When action and direction become awartness is employed in the telling when action and direction become awartness is employed in the telling. When action and direction become awartness over the promises to be frothy and amusing turns out to be heavy footed and coarse. Such is the disappointing truth about Personal Property, which can make no claim for any serious consideration as a piece of workmanship. It's aimed for the high school trade and it hits the mark right in senior year. When the profession of the young man in some candid camera shots. The result is a bit rather hard to say. He follows this with a scene in which he puls a nalifielt to work. The intent, of course, is to give the girls a thrill view of the young man in some candid camera shots. The result is a bit and the property of the young man in some candid camera shots. The result is a bit in the property of the young man in some candid camera shots. The result is a bit in the property of the young man in some candid cam

persatility is unlimited apparently plays Taylor's brother, and looks it Next week he may show up as Lionel Barrymore's father. Henrietta Crossman, E. E. Clive, Una O'Connor and Cora Witherspoon have small parts. Barnett Parker does some amusing clowning, and cord with the state of the stat

than has been his custom of late. He is merely one of three skeins in the story thread. He is a pilot who is none too, oppular with the rest of the men in his escadrille because he has the rep of being a jinx. Several of his observers and gumers have been killed and have a comes along, the property of the story of t

Swing High, Swing Low

Dwing High, Swing Low (Tritter Songs)

Paramount Tretase of Arthur Hornblow production. Stree Carole Lombard and Fred MacMurray. Peatures Charles Buttered Charles Duterlar very Stephens. Directed by Mitchell Lelies. Screen play. Virginia van Up and Oscar Hammenstein II. from Miter and Arthur Hopkins. Songs. Reibh Rainger. Leo. Robin, Sam Conlow, Al Siegal, Mandell Grection. Bord Morrow, Canlera Red Tetziaff; special photographic effects of the Conduction and Carole Conduction. Bord Morrow, Canlera Red Tetziaff; special photographic effects of the Conduction and Carole C

Maggle King	Carole Lomburd
Maggle King Skid Johnson	Fred MacMurray
Harry	.Charles Butterworth
Ella	Jean Dixon-
Anita Alvarez	Dorothy Lamour
Harvey Howell	Harvey Stephens
Tony	
Murphy	Ceoil Cunningham
Georgie	
Henri	Franklyn Pangborn
Panamanlun Dan	Anthony Quinn
Chief of Pollee	Harry Semels
Interpreter	Rlcardo Mandia
Judge	Enrique de Rosas

Swing High, Swing Low has al-ready proved itself in some of the key cities as strong boxofrice. With Carole Lombard and Fred MacMur-ray topping a strong cast, plus the basic entertainment ingredients, no reason to believe that Swing High will not jam 'em at the gate. It's a cinch for the younger trade, and will satisfy general audience stand-ards.

Miniature Reviews

'Personal Property' (M-G). Personal Property' (M.G). Harmless boudoir farce with Jean Harlow and Robert Tay-lor. All right. The Woman I Love' (RKO). Paul Muni-Miriam Hop-ins starrer augurs spotty re-sults.

sults.

sults.

igh, Swing Low'
(Par). Good Lombard-MacMurray comedy-drama with
songs. Cinch for big grosses.

Love From a Stranger (UA).
ritish-made with Ann
ling and Basil Rathbone. Redeems itself in final two reels.
Fair:

When Love Is Young' (U).
Moderately diverting Cinderella yarn with the virtue of some laughs.

layars with the virtue or some laughs.

You're
(G-B). Tepid recital of American racketeer who enlists in the British army. Comedy with melodramatic finish. Directed by Raoul Walsh. No names for U. S. and just a second feature.

'A Family Affair' (Metro).

Who leso me entertainment marked by Lionel Barrymore's brilliant performance. Family trade, and tops in dual locations.

'Night Key' (U). Meller about an eccentric inventor pluscops and robbers stuff. with Boris Karloff. For the duals.

'China Passage' (RKO. Murder. mystery meller of small b.o. hopes.

bo. hopes.

basic romaince. Butterworth's hypochrondriscal comedy assignment in the control of t

Love From a Stranger (BRITISH MADE)

HRITISH MADE)

Thites Arrives release of May Schach product of river release of May Schach product of the Polymer of the Polym

Hobes Double Cultury
Mr. Eugene Lend
A powerful sequence in a country
home, involving a murder maniac
and a womanwho nearly goes mad in
his process of the service of the service of the
near the service of the service of the service of the
a couple of reels of dramatic dynamite. But the rest is inconsequential. Cast ames will help this picture to make its way over here. but
chances for real money are dubious.
Character study of the suave,
mentally deranged man who has
married and killed three women was
originally a short story. Later it was
done as a play under the same title
as this picture. It ran just a month
in New York last fall. The late
Frank Vosper, its author, starred in
it on Broadway, its the girl who wins,
a lottery and weeds Basil Rathbone
the murderer. This is when things
start to happen. Up to this stage
nothing is suspected of Rathbone's
past. After the honeymoon, the
business of building Rathbone into
his sinister character gels under way

arid-the-film finally starts to move. Although the steps bringing-him-to-the point where the murder of his wife is planned are deliberate and testing, when the bumping off time approaches the dramatics do reach nerve-breaking tension. Sequence in which Miss Harding realizes what is planned for her is gripping. She parries ith Rathbone, frantically tries to save herself, and only by making, him believe he has swalcherself. Miss Harding gives a fine performance throughout these scenes while Rathbone is also excellent. Bruce Seton does well in a small part and shows distinct screen promise. Very little comedy is attempted in the script.

Others from Hollywood have had a hand in this British-made including Rowland V. Lee, director; Frances Marion, scenarist, and Harry E. Edington, credited are as excited business manager and agent for years.

When Love Is Young (WITH SONGS)

(WITH SONGS)
Universal release of Robert Prennell production. Features Virginia Biuce. Kent Taylor, Walter Brennan, Directed by Hai Mohr. Adapted by Eve Greene and Joseph Mohr. Adapted by Eve Greene and Joseph Steamore Geiffn. Camera, Jerome Ash. Special songs by Jimmy McHuph and April 16, 37. Running time. 15 mins. Wanda Werner Virginia Bruce April 16, 37. Running time. 15 mins. Wanda Werner Virginia Bruce Hole Russell Walter Brennan Hannah Werner Ghristian Rub Hole Russell Walter Brennan Hannah Werner Ghristian Rub Trens Henry Jean Rogers Orville Khane Steining Holloway Cudgy Wallace David Oliver Winthrop Grove Jack Smart Laurie Sykes Laurie Dougles Snart Laurie Sykes Laurie He Circle Line Sykes Laurie Dougles Another repeat on the Cinderella

The Wife of General Ling (BRITISH MADE)

ı	London, April 7.
ı	Premier Stafford production, released
ł	through Radlo, Stars Griffith Jones and
ı	Inkilinoff. Dir ted by Ladistans Vajda.
ŀ	John Fenton
	General Lin
	TalAdrlanne Itenn
	Governor
1	See Lou
	Yuan Jino Sonevu
	Tracy
í	Tracy Hugh McDermolt Mike Glbson Gowland Germaine Gabrielle Brune
	Germaine
	Tal's MaldLotus Fragrance
	Lady Buckram Marlon Spencer
	Police Sergeant
	Police Commissio George Merrift
	Police Commissio George Merrift Doctor ward Douglas
	1.

An obvious, but well-done, picture of the machinations of a notorious bandt in China who, despite the efforts of the Governor of British territory, manages to get large shipments of English arms and ammunition. Barring some unnecessary incoming the state of the state of the control of the c

You're in the Army Now (BRITISH MADE)

(BRITISH MADE)
aumount-feitlah production and refeure,
Features Waltace Ford, John Milla, Anna,
Lee, Grace Braulley, Directed by Rinail
Features and the state of the state of the features of Sally Briggs
Jean
Jean
Sergeant-Mulor Briggs
American Student
Sugar Daddy
Vice-Consul
Greek
Army Schoolmaster

Not much to get excited about Takes off from a fetching theme, but that nothing much eventuales can largely be blamed on a dour and flabby script. Film looks to rate second billing for duals on this side:

largely be blamed on a dour and flabby script. Film looks to rate second billing for duals on this side:

Wallace Ford is a lively enough, personality in the central role. Narrative poses him as a petty American racketeer, who flees to England from a threatened rap for murder. There he turns to the army as a hideout, enlisting as from Canada. When the control of the control of the corner in a play for the sergent-curit, adding romane to the proceedings by making Ford the third corner in a play for the sergent-major's daughter, Anna Lee. His rival and a good natured one, is hibarracks sidekick, John Mills. Complications de ve lo p when Ford's former showgirl flame from the States poops up. His chilly at the major of the control of t

A FAMILY AFFAIR

Metro-release of Lucion Rubbard-Samuel Marx production. Features Lionel Burry-rected by George B. Seltz. Screen play by Kay Yan Riper from the play, Skidding, by Aurania, Rouveyroi, musical access by Aurania, Rouveyroi, musical access Risito, N. Y., week April 10, '37, Running Ume, '67 Ins.

Judge Hardy	Lionel Barrymore
Marlon Hardy	Cecilla Parker
Wayne Trent	Erle Linden
Andy Hardy	Mickey Rooney
Frunk Redinond	Charley Grapewin
Mrs. Hardy	Spring Byington
Joan Hardy	Julle Haydon
Aunt Milly	Sarn Haden
BIII Martin	Allen Vincent
Polly	Margaret Marquis
Hoyt Wells	Selmer Jackson
Oscar Stubbins	Harian Briggs

DER LETZTE WALZER

('The Last Waltz') (GERMAN MADE)

(THE LASS WALLE)

(GERMAN MADE)

(OPERETTA)

Germania Mina release To the control of the control

Comparably mounted by the principal figures in this military rowante and pale must provide a pale and the principal figures in the principal figures in this military provided by the principal figures in this military provided by the principal figures in this military rowante figures with the principal figures in this military rowante figures in the principal figures in this military rowante figures in the principal figures in this military rowante for the principal figures in this military rowante figures for the principal figures in this military rowante figures in the principal figures in this military rowante figures in this military rowante figures fig

NIGHT KEY

Universal release of Robert Presnell production. Stars Borls Karloff. Features Warres. Hull, Jean Robers. Warres. Warres. Hull Petty Louie. Hoburt Cavanaugh Petty Louie. Hoburt Cavanaugh Petty Louie. Alan Racket Mike. David Oliver Mike. David Oliver Kruger. Edwin Marves.

8 mids.
Borls Karloff
Jean Rokers
Wareen Hull
Hobart Cavanaugh
Samuel Hinds
Alan Baxter
David Oliver
Edwin Maxwel

Fair thriller about an aged eccentric who invents an invisible-ray burglar alarm. When he's gyped out of the profits he uses it to hamber a superior of the profits he uses it to hamber a superior of the profits he uses it to hamber a superior of the profits he uses it to hamber a superior of the profits he uses it to hamber a superior of the profits he will have a superior of cops and robbers' stuff. In toto, a mildly entertaining dualer. Boris Karloff is realistic as the inventor who succeeds in perfecting his gadget before his failing eyesight entirely leaves him. Warren full is the juvenile lead, and Jean Rogers is okay for looks as the codger's daughter. Hobart Cavamber who teams with the inventor to short circuit the burglar alarm system. Alan Baxter is effective as she gang chief by the simple trick of underplaying and speaking in a nasal monotone. Ward Bond scores as a muscle-brain hondlum.

Film has several amusing scenes. In one the conspiring pair break into swelly shop and set the stage so will the deal alarm guards arrive of other chuckles in the pic. Mostly, though, it's routine hair-raiser stuff. Direction and photography are workmanlike.

CHINA DASSACE

Direction and photography are work- manlike. Hobe.	Adrianna Assia Aoris Dino Umberto Medicati Ercole Ercole Engles Viantisio Widow Luisa Garella	clay is insufficiently experienced for part of the girl. Others in the cast	7
CHINA PASSAGE	On the acting, technical and crea-	are adequate, except Walter Long, who, as the heavy, gnaws the set-	ď
	tive sides, a fine little comedy sure	tings. Direction and photography up	i
Features Vinton Howarth Constance	to please in Italian sectors.	to requirements. Hobe.	c
Craig. Dick Ethiot. Diseased by Edward	Story is a simple little yarn of the capricious, complaining, over-riding		i
Killy, Story, Taylor Caven; adaptation, Edmund L. Hartmann and J. Robert Bren;	wife with a 'Smiling Gentleman' of a	Mademoiselle Docteur	r
	husband who answers her every whim and does back-bends to please	(FRENCH MADE)	e
olas Musuraca. At Palace, N. Y., double bill, week April 15, '37. Running time, 65,	her. Constantly carping, she doesn't	Paris, April 11.	١٩
Jane Dunn Ganglones Wouth	finally achieve happiness until her	Les Flims Trocadero release of a Romain Pines production. Directed by G. W. Pabst.	f
Tom Baldwin	husband can stomach it no longer and turns tough. When he asserts	Dialog, Jacques Natansco: story, Georges Nevenus and Mme. I. Cube: music, A.	1
	himself and really snaps the whip in	Honegger: camera, Schufflar, At Ma- rignan theatre, Paris, Running time, 87	1
Phillip Hurton	their household she becomes the	mins.	1 S
Dr. Sibley	dutiful wife. Story fits in neatly with ideas of	Mademoiselle Docleur ito Parlo Coudeyan Pierre Blanchar	1
Bartender Billy Gilbert Mrs. Collins Joyce Compton	Italian marriage, in that husbands	Le Captaine Carrere Pierre Fresnay Mattheslus Charles Dullin	1
	dominate. Story has a breezy pace	Simonis Louis Jouvet Gaby Viviane Romance	1
This is stereoyped murder mys-	and nice series of giggle-provoking situations.	Alexandre Ludovici	1
tery melodrama fashioned around a jewel robbery and smugglers. It reg-	Vittorio De Sica, starred as the	Le Colonel Bourget Roger Karl L'Honme aux Mélongs J. D. Barrault	1
"Sucis 10W in entetrainment value	long-patient husband, bears a strik- ing resemblance to ex-King Alfonso	Le Commandant Jacqui Georges Colin Le Captaine Louvier E. Ferny	1 .
and will have to take the back seat on twin bills, letting something	Bourbon. Hes' a good trouper, as is		1
off officer. Ith nogethle names or	Assia Noris, blonde beaut, who plays	(In French)	la
	the wife. Umberto Melnati in chiefly to furnish comedy, suffers.	Another rehash of this spy thriller with a little different angle for a	
driver's compartment. Where at- tempted as a single, such as in the	from the fault of most Latin temper-	great deal more international ap-	11
	ament actors, in that he gesticulates	peal than most French pictures can claim.	ľ
Vinton Heresents a hazard.	too floridly. Others in small cast are capable in their assignments.	Taken strictly from the point of	l:
	Especially good is the camera	view of an espionage pix, this one	Н
cast which moves through an Ed-	work. Bert.	is not lacking in shortcomings and	ı

mund L. Hartmann-J. Robert Bren script, with only a trace of inspiration of the control of the c

RIDE, RANGER, RIDE

Republic release of Nat. Levine production. Stars Gene Autry. Features Smiley Burnette. Tennessee Rambiers. Directed Gowan and Stuart McCowan from original by Beynard McCowylle and Karen DeWolf. or dual Bill, two days. April 18-18, '17. Running time. 33 mins. Running time. (2 mins.)

Gene Gene Gene Autry
Froot Smiley Burnette
Froot Manuel Silve Burnette
Froot Manuel Silve
Froot Manuel Silve
Froot Manuel Silve
Froot Manuel Silve
Froot George Seels
Lt Cameron George Seels
Lt Came

Sistance.

Camera did its part nobly in long and short range shots and those group riding sequences, as well as the wagon train scenes, are excellent.

Shan.

L'UOMO CHE SORRIDE

('The Smiling Gentleman')
(ITALIAN MADE)

(ITALIAN MADE)
Nuova Mondo releuse of Concersio E. I.A.
production. Stare Viltorio De Sion. Penturer Assin Novic. Umberto Melhall. Barico
py L. Bonelli and A. Dr. Benedetti; cancera,
G. Gallen; musical score, C. A. Bislo, A.
Cinerona, N. J., week April 16, 37. FaurPlo. 10 De Sica.
Addianna Assin Novic
Addianna University Sione Sione
Proc. 10 De Sica.
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That Man's Here Again

Warner Bors release of Eisst National-production. Features High Herbert, Mary Maguile and Tom Brown. Directed, by Maguile and Tom Brown. Directed, by From Story by Ida A. R. Wille; cimera, Warren Lone; film editor, arold McLer-from Story by Ida A. R. Wille; cimera, Warren Lone; film editor, arold McLer-from Story by Ida A. R. Wille; cimera, Hones and Maguile and Mary Maguire. M

of celluloiders before Hollywood got her.
Rest of cast confined to not very large roles. Teddy Hart had a few comedy lines to blurt. Script overlooked good bet of siving him a counle of scenes with Herbert.
Direction o.k. camera also; production inexpensive. But "That Man's Here Again' is for the double bills.

Bert.

GLORY TRAIL

Creicent release of B. B. Derr production. Stars Tom Keenc; features Joan litrically. Directed by Juyns Slores. Production manager. Frank Melford; astochiate producer, Bernard Moriarity; assistant director. Pred Spencer; story and screen play; John T. Neville; camera, Arthur Murtinelli; edit tor, Don Barrett. At George M. Cohan N. T., week April 15, 27, data bill. Run

ning time, 64 mins.	
John Morgan	Tom Keene
Lucy Strong	Joan Barclay
Col. Strong Capt	E. H. Calvert
Gilchrist	Frank Meiton
Capt. Fetterman	
Riley	
Indian Joe	
Wainwright W	'illiam Crowell
Hampton	
Julie Blorgan	
TobyJohn	
Mandy	
David Kirby	James Bush

Fair action thriller of the gun-powder and Injun brand. Story of western pioneering just after the Civil War, Beaucoup scraps between the Indians and paleface, hairbreadth rescues of beauty in distress, with robust manhood and the solid vir-tues winning the tremulous heroine for the fadeout clinch. Oke for lower deck dual, particularly for juve matinees.

deck dual, particularly for juve matinees.

Building road across the wild and woolly west, Government runs into plenty of headaches from attacks by the redmen. Rebel captain and U. S. Army colonel's daughter are the central romance.

Dished up with lots of hoke, story is needlessly cluttered with detail. Liberal amount of action, however. Tom Keene's playing is direct and without undue histrionics. Joan Barclay is insufficiently experienced for part of the girl. Others, in the cast are adequate, except Walter Long, who, as the heavy, gnaws the settings. Direction and photography up to requirements,

inaccuracies, but some crafty directing and good action on the part of the principals helps to make one forget most of them.

The principal shelps to make one forget most of them.

In the principal shelps to make one forget most of them.

In the principal shelps to make one forget most of them.

In the principal shelps the actors of Dibt Parlo is in capable hands and for the most part she demonstrates commendably that she can portray notorious character convincingly.

Excellent support of such actors and actresses as Pierre Fresnay, Pierre Blanchar, Louis Jouvet, Character and principal shelps mightly to bolster up the work. With few exceptions their the fierceness of war-time tension the fierceness of war-time tension this film purports to present.

Fresnay, as the possessor of the papers, in love with Miss Parlo, has a naturalness that is refreshing while Jouvet as a fruit merchant and head of the German service in Salonika was never better.

In a role that suits her abilities, while Jouvet as a fruit merchant and head of the German service in Salonika was never better.

In a role that suits her abilities, Viance Romance, is an actilian and to denounce Miss Parlo and be killed in cold blood by Jouvet's pistol.

Photography throughout is sufficient, although some scenes of German bombings could have been more effectively done and clippings could have gone a little closer in places with attending improvement. Stern.

Riders of Whistling Skull

Republic release of Nat Levine production. Stars Bob Livingston, Ets. Currison Stars Bob Livingston, Ets. Currison Stars Bob Livingston, Ets. Currison Stars Bob Livingston, Bob Livingston, Oliver Drake and John Rath mell; story, Bernard McConville and Olive Drake; charter, Jack Martz, film editor Bob Livingston Stars Currison Stars Carlotte Communication of the Co

Stony	Bob Livingston
Tucson	Ray Corrigan
Lullaby	Max Terhune
Betty	Mary Russell
Rutledge	Roger Williams
Henrietta	Fern Enimett
Faxon	1. Montague Shaw
FaxonOtah	Yakima Canutt
Brewster	John Ward
Fronc	Cleorge Godfrey
Cleary	
Coggins	Frank Ellis
12 C 12 C 12 C	

Best of the Mesquiteer prints to date, iders of the Whistling Skull' is long of title import and packs a fairly hair-raising yarn for a west-

Based on the book by William Colt MacDonald, its narrative concerns the hunt for a lost city of fabulous

MacDonald, its narrative concerns the hunt for a lost city of fabulous treasure in the southwest and the opposition wit up by a torture cult makes the southwest and the opposition. May corrigan and Max Terhune, get interested in the search for two reasons—Livingston has been reading detective stories and Mary Russel, easy on the eyes, is pressing the search for her father who is doing a continuous control of the search for two fathers, and Corrigan play it straight and rate about evenly before the camera. Terhune comics with the help of his ventriloquial dummy and Fern Emmett.
Roger Williams is the evil focal point, which is not definitely apparent until the reelage is half gone. Remainder of the cast spends most of around speechless.
Some eerie effects provided by the sound department in the skull scenes which does a great deal toward the buildup. Constant whistling of the wind through the holes in the rock high on the side of a ravine is a nice piece of work.

LAW AND LEAD

Republic release of Colony production,
Stars Rex Beil, Directed by 180b Hill,
Adilpted by 180d Dicky from story by
Rock Hawley, camera, Charles Henkel, At
Chuloner, N.*, dual, April 17, 37. tunaJimmy Sawyen.

Rex Beil
Steve. Wally Wase
Hope Hawley ... Harley Wood
Hawley ... Earl Dwire
Serior Gonzales ... Solldad Jiminez
Fanche Gonzales ... Solldad Jiminez
Fanche Gonzales ... Donatd Recel

Rex Bell
Wally Wales
Harley Wood
Earl Dwire
Solldad Jininez
Donald Reed Pancho G.... Jeff..... Ned Hyland.....

Because of its substanti inci-dental action detail, this film, ich is full of invisible outlawry, stands a chance of achieving a fair amount of interest from the mesa fans who sup-port the multiples. On the comedy, end the film is deficient and offers

port the multiples. On the comedy end the film is deficient and offers only a negligible amount of humor. Rex Bell and his white steed ride for the authorities against a mysterious, horseman who has been impersonating a reformed bandit friend of Bell's by outraging the country-side. Bell takes the assignment to nab the mysterious outlaw in order to prove that the bandit is not the compact of the prove that the bandit is not the country side. Bell takes the assignment to nab the mysterious outlaw in order to prove that the bandit is not the country that the bandit is not the country that the bandit is not the camera shows. Bell succumbs to a little lady whom he meets accidentally.

When the white horse of the hero is on the screen, his grace and beauty fade all else into insignificance. The acting is of the usual standard of such pictures, no better and no worse. Guitar music interludes the barroom sequences for a slightly welcome change of pace. There's enough horseplay and gun-fring to satisfy the action eaters, and the camera work is good enough.

Shan,

INKOGNITO

('Incognito') (GERMAN MADE) (WITH SONGS)

the second of the second of the second	1
Ufa release and production	on. Tare Gus-
tav Froelich and Jinnel Kn	otock Directed
by Richard Schneider-Ede	mission Claus
by Themate Schillettier-Ede	moden. Story
by Haralt Bratt; music,	Friedrich Wil-
helm Rust. At 6th St.	Garden, N. Y.,
week April 10, '37. Running	r time 81 mins.
Soverin Matthin	Carriera ' Marcallada
Total and the state of the stat	dustily procincu
Friedel Reimer	Hansi Knoterk
Williges	Hans Lellicit
Alexa Brandt	Hilde Kruecer
Her Mother	Claire Thelalant
Water Ochaster	Cutto Reignore
Fritz Schulze	.Ernst Waldow
Max Braun	Krich Fledier
Friedel's Father	udolf Blechnich
Aunt Rose	Marinton Manifest
Discourse Committee of the Committee of	Maria Krain
Director General	Otto Blocckel
Business Manager	Eugen Rex
Binsel	Lwold. Would
Ewald	Manu Blakton
***************************************	INCHE METERICA
Kulcke	Meyer-Hanno

comments ananger: Eugen Here Ewand West Ewand Meyer-Hanne Kucke. Meyer-Hanne Kucke. Meyer-Hanne Kucke. Meyer-Hanne Kucke. Meyer-Hanne Here Meyer-Hanne Her Meyer-Hanne Here Meyer-Hanne Here Meyer-Hanne Here Meyer-Hanne Here Meyer-Hanne Hanne Hanne Hanne Hanne Hanne Hanne Hanne Hanne Here Meyer-Hanne Hanne Han

Hearst's Profits

(Continued from page 1)

(Continued from page. 1)

low and high points of the past decade are as follows:

Los Angeles Examiner made a profit of \$807,540 in 1936. Highest profit was in 1929, reaching \$2,403,-075. Low point was in 1932, a profit of \$488,177.

Oakland Post-Enquirer made a profit of \$96,402 in 1936. Highest profit was in 1929.—\$212,038,28, Low point was in 1929.—\$212,038,28, Low point was in 1929.—\$212,038,28, Low point was in 1922, \$264,573,-44. Low point for the decade was last year.

San Francisco Examiner's operating profit last year was \$924,370. Highest profit was in 1929, \$1,985,718, Low point was in 1933, \$778,649.

Lugnest profit was in 1929, \$1,985,718. Low point was in 1933, \$778,649. Seattle Post-Intelligencer, where the Newspaper Guild called a strike last year, lost \$401,903.80. It has lost money every year si 1928. Profit in 1927 was \$112,460, highest of the decade.

decade.

Los Angeles ing Herald and
Express made a profit of \$1,532,093
last year, peak of 10-year profits.
Lowest point was in 1932, with
\$579,661.

System of the desired and the second of the

ro's RKO Repeater
Hollywood, April 20.
Pedro Regas, who completed asgnment in 'Tomorrow's Headlines,' signment in 'Tomorrow's Headlines,' sticks at Radio for a second pictur He has been set in 'Mexican Quarter, to be directed by Lew Landers, MARK THESE WORDS

WRITTEN TO 17 MILLION NEWSPAPER **READERS BY**

OF ALL STORIES BY

WHICH WILL BE RELEASED TO 275 THEATRES ON MAY 8th BY

WARNER BROS.,

PRODUCERS OF



ERROL FLYNN CLAUDE RAINS

HENRY STEPHENSON

BARTON MACLANE

Eric Portman and Thousands of Others • Directed by WILLIAM KEIGHLEY . Music by Erich Wolfgang Korngold • A First National Picture



A warming and richly human picture is "THE PRINCE AND THE PAUPER", the Mark Twain classic that has been brought to the screen by Warner Bros.



tact by all concerned in the making of the film. THE PRINCE AND THE PAUPER runs for two full hours, and never once.



Rains, Barton MacLane and Montagu Love all score heavily! Old-timer Love's portrayal of King Henry VIII is just as.



. Twain's story of the impoverished lad who, through a case of mistaken identity, was about to be crowned King Edward VI, has been .



...did I get the feeling that the pace was too heavy or the action too slow. The Mauch Twins, Billy and Bobby, are ideal in the picture's title roles,



. . . good as Lawton's was-and in some spots it is better. All in all, "THE PRINCE AND THE PAUPER" is sincerely recommended to all audiences, everywhere!

(For information of theatre and film exchange bookers, VARIETY presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of the reviews as given in VARIETY and the running time of prints are included.)

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WEEK OF	TITLE	S	DISTRIB.	TYPE		DIRECTOR	DOMES IC OR FOREIGI		WHEN REVIEWED BY VARIETY
3/5/37	Trapped Parole Racket You're in Army Now Navy Spy Murder Goes to College	H, L, Decker R. Cohn GB Condor Par	Col Col GB GN Par	Western Melodrama Comedy Drama Mystery	C. Starrett-P. Stratford P. Kelly-R. Kelth W. Ford-A. Louise C. Nagel-E. Hunt R. Karns-M. Hunt-L. Overman-	L. Barsha C. Coleman R. Walsh C. Wilbur C. Riesner	Domestic Domestic Foreign Domestic Domestic	62 71 56 77	3/10 4/21 3/24 3/31
	Hit the Saddle Circus Girl Love Is News	N. Levine N. Levine Earl Carroll-	Rep Rep 20th	Western Com-Dr Comedy	L. Crabbe ivingston-B. Corrigan Travis-W. Livingston T. Power-L. Young	M. V. Wright J. H. Auer T. Garnett	Domestic Domestic Domestic	64 64 78	4/7 4/7 3/10
	Fire Over England Beady, Willing and Able Midnight Court	H. Wilson A. Korda WB WB	WB WB	Spectacle Musical Drama	Robson-?., Massey-L. B. Keeler-Lee Dixon A. Dvorak-J. Litel	W. K. Howard R. Enright F. McDonald	Foreign Domestic Domestic	88 93 64	3/10 3/17 3/10
3/12/37	Bomance and Riches A Family Affair	G. Klement L. Hubbard- Sam Marx	GN MGM	Comedy Comedy	Grant-Brian . Barrymore-S. Byington	A. Zeisler G. Sietz	Domestic Domestic	56 67	4/21
	Swing High, Swing Low Crime Nobody Saw Don't Tell the Wife Fair Warning	A. Hornblow Par R. Sisk S. Wurtzel	Par Par RKO 20th	Musical Mystery Comedy Mystery	Lombard-MacMurray L. Ayres-R. Coleman Merkel-Kibbee J. E. Braumberg-B. Furness	M. Leisen C. Barton C. Cabanne N. Foster	Domestic Domestic Domestic Domestic		4/21 4/7 2/24 3/24
3/19/37	Land Beyond the Law Trouble in Morecco Trouble in Texas	Col E. Finney	Col. GN	Western Drama Western	D. Ferris Jack Holt Tex Bitter	B. R. Eason E. Schoedsack R. N. Bradbury	Domestic Domestic	62	3/17
	Personal Property Her Husband Lles China Passage Get Along Little Dogies	W. Considine P. Schulberg Cliff Reid A. Schaefer	MGM Par RKO Rep	Drama Drama Melodrama Western	Harlow-Taylor Cortez-Patrick V. Haworth-C. Worth Gene Autry	W. S. VanDyke E. Ludwig E. Killy J. Kane	Domestic Domestic Domestic Domestic	88 75 65	4/21 3/24 4/21
	Bill Cracks Down Time Out for Romance Her Hushand's Secretary	W. Berke M. Feld WB	Rep 20th WB	Drama Rom-Com Rom-Com	J. Withers-J. Allen O. Trevor-M. Whalen W. Hall-B. Roberts-J. Muir	W. Nigh M. St. Clair F. McDonald	Domestic Domestic Domestic	75 61	3/17 3/24
3/26/37	Let's Get Matried 23½ Hours' Leave	E. Riskin D. McLean H. Stromberg	Col GN MGM		Denny-Lupino J. Ellison MacDonald-Eddy	A. E. Green J. G. Blystone R. Z. Leonard	Domestic Domestic Domestic	68 70 132	4/14 3/24
	Waikliki Wedding Quality Street Trail of Vengeance	A. Hornblow P. Berman A. W. Hackel	Par BKO	Musical Rom-Dr Com-Dr	Crosby-Raye-B. Burns Henburn-Tone	F. Tuttle G. Stevens S. Newfield	Domestic Domestic Domestic	88 84	3/31 4/14
	Seventh Heaven We Have Our Moments King and Chorus Girl	R. Griffith C. Rogers M. LeRoy	Rep 20th U WB	Rom-Dr Rom-Com Musical	. Travis-W. Livingston Simone-Stewart Dunn-Ellers Gravet-Blondell	H. King A. L. Werker M. LeRoy	Domestic Domestic Domestic	166 66 95	3/31 3/31
4/2/37	Motor Madness Racketeers in Exile Backstage	H. L. Decker Col H. Wilcox	Col Col GB	Com-Dr Melodrama Drama	D. Wilson-C. Quigley Bancroft-Venable Nagel-Tracy E. Linden-C. Parker Tex Ritter	D. R. Lederman E. C. Kenton H. Wilcox	Domestic Domestic Foreign		4/14
	Girl Loves Boy Hittin' the Trail Song of the City	B. Zeidman E. Finney I. Hubbard	GN GN MGM	Rom-Com Western Drama Drama	J. Dean-M. Linusay	D. Mansfield R. N. Bradbury E. Taggert L. Landers	Domestic Domestic Domestic Domestic	68 67	
	Man Who Found Himself Lightning Crandall Midnight Taxl History Is Made at Night	C. Reid A. W. Hackel M. Feld W. Wanger	RKO Rep 20th UA	Western Melodrama Rom-Com	. Beal-P. Huston-J. Fontaine Bobby Steele Dinehart-Donlevy Boyer-Arthur	S. Newfield E. Forde F. Borzage	Domestic Domestic Domestic	69 97	4/7 3/31
4.0.07	When Leve Is Young Men in Exile	R. Presnell WB	WB	Rom-Com Drama	V. Bruce-K. Taylor D. Purcell-J. Travis	H. Mohr J. Farrow	Domestic Domestic	75 56	4/21
4/9/37	Two Gun Law The Gold Racket Girl frem Scotland Yar Too Many Wives	Col Condor E. Cohen W. Sistrom	Cel GN Par RKO	Western Melodrama Mystery	Charles Starrett C. Nagel-E. Hunt K. Morley-B., Baldwin Shirley-I Morley	L. Barsha L. Gásnier R. Vignola B. Holmes	Domestic Domestic Domestic Domestic	60	
	Too Many Wives Soldier and Lady Jim Hanvey, Detective Fifty Boads to Town	P. Berman A. E. Levoy R. Griffith	RKO Rep 20th	Rom Com Melodrama Mystery Com-Dr	Shirley-J. Morley A. Walbrook-E. Allen Kibbee-T. Brown Ameche-Sothern	G. Nichols P. Rosen N. Taurog	Domestic Domestic Domestic	60 83 70 80 96	4/14
4/16/37	Marked Woman Two Who Dared Man in the Mirror	E. Frenke J. Hagen	GN	Melodrama Drama	Davis-H. Bogart Sten-Wilcoxon E. Horton-G. Tobln	L. Bacon	Foreign Domestic	96	4/14
	Romeo and Juliet	I. Thalberg H. Roach H. Sherman	GN MGM MGM Par	Comedy Rom-Com Comedy Western	Shearer-Howard Laurel-Hardy William Boyd	M. Elvey G. Cukor J. Horne N. Watt	Domestic Domestic Domestic		10/26/38
	Hills of Old Wyoming Internes Can't Take Money Outcasts of Poker Flat Guns in the Dark	B. Glazer R. Sisk A. W. Hackel	Par RKO Rep	Drama Western Western	McCrea-Stanwyck P. Foster-J. Muir J. M. Brown	A. Santell C. Cabanne S. Newfield	Domestic Domestic Domestic		
	Navy Blues Step Lively, Jeeves Und the Red Robe	B. Kelly J. Stone R. T. Kane	Rep 20th 20th	Comedy Comedy Drama	. Purcell-W. Hyme: Treacher-Ellis C. Veidt-R. Massey	R. Staub E. Forde V. Seastrom	Domestic Domestic Foreign		4/7
	I.c. Them Live That Man's Here Again Call It a Day	E. Grainger WB WB	WB WB	Drama Comedy Comedy	J. Barrett-J. Howard-N. Gray M. McGuire-T. Brown De Haviland-Ian Hunter	H. Young L. King A. Mayo	Domestic Domestic Domestic		4/21
4/23/37	I Promise to Pay Speed to Spare Thunder in City	M. Connolly R. Cohn Atlantic	Col Col Col	Drama Melodrama Com-Dr	C. Morris-H. Mack-Carrillo C. Quigley-D. Wilson E. G. Robinson-L. Deste	D. R. Lederman L. Hillyer M. Gering	Domestic Domestic Foreign	68	3/3
	Silent Barriers Killers of the Sea Good Old Soak Nobody's Baby	GB R. Friedgen H. Stromberg	GB GN MGM	Drama Outdoor Drama	R. Arlen-L. Palmer Capt. W. Casswell R. Montgomery-R. Russell P. Kelly-R. Armstrong	M. Rosner R. Friedgen R. Thorpe	Foreign Domestic Domestic	67	3/31
	King of Gamblers Woman I Love Gun Smoke Ranch	H. Roach R. Florey A. Lewis S. Siegel	MGM Par RKO Rep	Comedy Drama Rom-Dr Western	A. Tamiroff-L. Nolan-C. Trevor Muni-Hopkins W. Livingston	G. Meins Robert Florey A. Litvak	Domestic Domestic Domestic Domestic		4/21
	Hit Parade Wake Up and Live It Happened Out West	N. Levine K. MacGowan S. Lesser	Rep 20th 20th	Musical Musical Western	F. Langford-P. Regan Wnichell-Bernie-Faye-Haley P. Kelly-J. Allen-J. Arthur	J. Kane G. Meins S. Lanfield H. Bretherton	Domestic Domestic Domestic		
	Elephant Boy Top of the Town Night Key Mountain Justice	A. Korda L. Brock R. Presnell WB	UA U WB	Outdoor Musical Mystery Melodrama	W. E. Halloway-D. J. Williams Nolan-G. Murphy-H. Herbert B. Karloff-J. Rogers G. Brent-J. Hutchinson	R. Flaherty R. Murphy L. Corrigan	Foreign Domestic Domestic	81 86 68	4/7 3/31 4/21
4/30/37	Criminals of the Air King Solomon's Mines	Col GB	, W.B.	Action Spectacle	C. Quigley-M. Keith C. Hardwicke-R. Young-P.	M. Curtiz C. C. Coleman R. Stevenson	Domestic Foreign		
	Juggernaut Night Must Fall	J. Hagen H. Rapf	GN MGM	Melodrama Comedy	Robeson Boris Karloff W. Beery-J. Beecher	H. Edwards J. W. Ruben	Domestic Domestic		
	Make Way for Tomorrow Shall We Dance? Rectin' Tootin' Rhythm Escape from Love	L. McCarey P. Berman A. Schaefer L. Landau	Par RKO Rep 20th	Comedy Musical Western Rom-Com	V. Moore-P. Hall Astaire-Rogers Gene Autry-Armida G. Stuart-M. Whalen	L. McCarey M. Sandrich M. E. Wright E. Forde	Domestic Domestic		
	That I May Live A Star Is Born Knight Without Armor	S. Wurtzel D. Selznick A. Korda	20th UA UA	Rom-Dr Rom-Dr. Rom-Dr.	Hudson-Robert Kent Gaynor-March Dietrich-Donat	Allan Dwan W. Wellman J. Feyder	Domestic Domestic Domestic Foreign		
	California Straight Ahead Slim Melody for Two	T. Carr WB WB	WB WB	Action Drama Musical	J. Wayne-L. Latimer P. O'Brien-H. Fonda J. Melton-P. Ellis	A. Lubin R. Enright Louis King	Domestic Domestic Domestic		
5/7/37	Frame Up They Gave Him a Gun Gun Lords of Stirrun Basin	R. Cohn H. Rapf A. W. Hackel	Col MGM Ren	Com-Dr Rom-Dr Western	P. Kelly-J. Wells Tracy-Tone-G. George Bobby Steele	D. R. Lederman W. S. VanDyke S. Newfield	Domestic Domestic Domestic		
	Gun Lords of Stirrup Basin Cafe Metropole Woman Chases Man As Good as Married Prince and Pauper	N. Johnson S. Goldwyn E. M. Asher WB	Rep 20th UA U WB	Com-Dr Comedy Com-Dr Rom-Dr.	Menjou-L. Young Hopkins-McCrea J. Boles-D. Nolan E. Flynn-Mauch Twins	E. H. Griffith John Blystone E. Buzzell W. Keighley	Domestic Domestic Domestic	76	
5/14/37	Venus Makes Trouble Non-Stop New York Forever Yours	W. McDonald GB	Col GB GN	Com-Dr Drama Musical	J. Dunn-P. Eliis . Lee-J. Loder-D. Tester Beniamino Gigli	G. Wiles R. Stevenson	Domestic Foreign	115	
	Thirteenth Chair Night of Mystery You Can't Buy Luck	Alberto Giacalone J. J. Cohn Par M. Cohen	MGM Par RKO	Melodrama Rom-Com Comedy	M. Evans-H. Danlell R. Karns-H. Burgess O. Stevens-H. Mack	Stanley Irving G. Sietz E. A. Dupont L. Landers	Foreign Domestic Domestic Domestic		
	Toast of New York Affairs of Cappy Ricks Michael O'Halloran	E. Small B. Kelly H. Schlom	RKO Rep Rep	Drama Com Rom-Dr	E. Arnold-C. Grant W. Brennan-M. Brian W. Gibson-Jackie Moran	R. V. Lee Carl Brown	Domestic Domestic Domestic		
	Great Hospital Mystery David Harum (reissue) Love From a Stranger Wings Over Honoluly	S. Wurtzel S. Wurtzel M. Schach	20th 20th UA U	Mystery Comedy Melodrama	J. Darwell-S. Rumann W. Rogers-L. Dresser A. Harding-B. Rathbone	J. Tinling J. Cruze R. V. Lee	Domestic Domestic Foreign		
	Wings Over Honolulu Cherokee Strip Draegerman Courage	E. M. Asher WB B. Foy	WB WB	Rom-Dr Western Rom-Com	R. Milland-W. Barrie D. Foran-J. Bryan J. Mulr-B. MacLane	H. C. Potter Noel Smith Louis King	Domestic Domestic Domestic		



David O. Selznick brings to the screen i "A Star is Born" a picture which takes place with the really great pictures and which can hardly miss the goldmine class, having a superb cast of draw names and a story which holds the audience from begining to end. In black and white "A Star Is Born" would easily achieve its mark, but with the added impetus of technicolor, Selznick offers a production which can be counted on to do capacity in any locality and with any type of patronage..."A Star is Born" appears to be a natural for the heavi grosses...should spell dividends for any theatre!

"A Star Is Born," with a responsive world-audience ready made, is due for a record smashing career everywhere...David O. Selznick has smashed through again with a triumphant entertainment. Not for a long time has there been a picture as susceptible to legitimate exploitation and few if any that better deserved it or could make a better return in dollars ..."A Star Is Born" is a magnificent, entertailing money picture!

Today.... WORLD PREMIERE LOEW'S STATE and GRAUMAN'S CHINESE LOS ANGELES.

Tomorrow.RADIO CITY MUSIC HALL... NEW YORK

Next two DAY AND DATE OPENINGS IN 150 OF

weeks THE NATION'S GREATEST THEATRES

Produced by DAVID O. SELZNICK Released thru UNITED ARTISTS



ENGLISH EXHIBS, Lily Damita Must Pay **DISTRIBS IN ACCORD**

Contabs between ibitors and distributors have taken a new turn. Although first of series of joint conversations indicated wide divergence on major trade problems, both sides now see necessity for compromise so as to stall Government interference. Situation calls for bigger concessions from distribs than from exhilater declaring in the final reckoning they would prefer Government control to distributor domination. Provisional agreement, accordingly, includes a standard renting contract, control of overseating, and other trading conditions, which Kinema Renters' Society formerly refused to concede to Cinema Exhibs' Assn.

Disposal of these queries clears the decks for new talks on quota, which it is anticipated may produce constructive plans, both parties having a mutual dislike of the quota. At this stage, producers are being, definitely invited to sit i this being a phase of trade politics which concerns them directly.

Fear that insistence of producers or increasing quota may stall chances of three-way agreement on basic trade practice.

Coronation Rules Worry Newsreels; Tests Prove NSG

London, April 11.

Restricted interior lighting provision at Westminster Abbey for the Coronation is giving newsreel chiefs headaches. Following refusal of the authorities to permit extra illumination, cameramen have taken long tests under actual conditions, with results not too happy.

Using all devices known to camera art, including fastest possible stock, it is feared the reels may obtain little more than a series of clear shadows without detail.

Color plans for the crowning ceremony are expected definitely to be scrapped, tests taken both by Technicolor and Dulaycolor, now positively in the field, revealing most unsatisfactory results.

positively in the field, reveause unsatisfactory results. Exterior shots of the royal procession and street scenes are, naturally, in the bag.

ROSY AUSSIE

, Vaude, Legit Good Weather

Sydney, April 1. Despite a dry Easter, all theatres id very solid trade without breaking records. Night biz soared, but mats were just a little off because of the fine weather. till, the coins clinked merrily into the b. o.'s and the managerial lads were satisfied.

the managerial lads were satisfied.
Lineup for the holidays included,
Charge of Light rigade' (WB),
Plainsman' (Par), 'Lloyds' (20th),
Winterset' (RKO), 'My Man God
frey' (U), 'Show Boat' (U) (1th
month), 'Magnifleent rufe' (U), 'It
Isn't Done' (Cinesound), 'His Lordib' (G-B), 'Born to Dance' (MG)
and 'Sinner Take All' (MG).
Newsreel theatre pulled remarkably well, and Williamson-Tait got
plenty with 'The Merry Widow.'
Vaude-revue went to a nice high Gro
Frank Neil two-a-day, and
Wirth's Circus also drew well.

Melbourne, April 1.

Easter oke here, ith The Plainsman' (Par), 'ft Isn't Done' (C).

'Swing Time' (RKO), Born to Danee' (MG), 'Rembrandt' (UA), 'His Lordship' (G-B), 'Mary of Scotland' (RKO) all drawing, Legit has G. & S. revivals and 'White Horse Inn.'

Vaude-revue holding up well.

New Zealand, April 1.

Attractions playing Auckland, Wellington, Christchurch and Dunchin include 'Sweet Aloes' (WB), Everything is Thunder' (20th), Gold Diggers' (WB), 'Girl of Ozarks' (Par) and 'Valiant' (Par), Monte Carlo Russlan Ballet pulling well, and Connors-Paul revue unit doing satisfactorily.

sion.
At the time of the accident, Miss Damita was known locally as Lilyane Caree. Missap occured when she was driving a friend's car.

Italy Now Asks **Upped Dubbing** Tax on U.S. Pix

Dubbing tax on forei Italy still subject discussion be-tween representatives of foreign producers and Italian film authori-

producers and Italian film authorities here.

Instead of the existing fixed dubbing tax of 30,000 lire (\$1,575), the Italians want to levy a tax of 40,000 lire on average pictures, and jump the tax up 30,000 more for ictures that net a higher revenue, and still 30,000 more for films in the highest earnic category.

American producers' tives have advanced this counterproposal: Leave dubbing tax on average pic as it is now, then raise tax 10,000 lire at a time, instead of 30,000, for pi higher ear ing categories.

If Italian proposals go through, they will seriously modify the spirit, though not the letter, of the agreement Will Hays reached with the local authorities providing for practically unlimited importation of American films into Italy.

HELEN MORGAN CLICKS AT VIC PALACE, NITERY

London,
Helen Morgan, back in London after a 10-year absence, pleased the audience with her first show at the Victoria Palace, despite obvious nervousness. On second performance, she sang four songs and was forced into an encore, finally having to pull a curfain speech before being permitted to exit.

Doubling into Ciro's, Miss Morgan held the jammed audience spell-bound from start. Also on the bill at the Vic with Miss Morgan is Gene Sheldon, another click.

Fenyes, Hung. Composer, **Denied Entry to Reich**

Budapest, April 9.

Budapest, April 9.

Hungari composer Szaboles
Fenyes, contract to rite
music for a new Martha Eggerthan Kenyen picture, has been nixed
by Berlin's Kontingentenstelle, which
grants labor permits to foreigners in
the picture industry.

Although Fenyes Aryan and
there is no objection to him on that
score, Kontingenienstelle argues that
there are too many foreigners in this
picture already. Jan Kiepura, Martha Eggerth; the scenario writers,
and Karl Anton, the director, are all
non-German. So it nixed Fenyes,
declaring that Germany had comtosers enough to choose from.

New Kind of Strikers: Ask Slice of Profits

Mexico City, Employees' demand for Mexico City.
Employees' demand for % slice of annual profits, free first aid kits and other devices to protect their health and safety, have afforded seven local exhibitors plenty head-acles. Employees assert that they cainot live on wages the cinemas pay and that instead of asking for a raise they deem it better to demand slice of the theatres' revenue.

Federal board of arbitration and conciliation is seeking to settle the case and to head off a strike.

ly Damita Must Pay \$5,000 for '25 Accident 20-YR. AUSSIE TIEUP OF G. U. T. - GT Paris, April 20. ily Damita has been ordered to pay \$5,000 damages, in award and accrued interest since 1925, to street-car worker Jean Orain, whom she injured in an automobile accident. The 11th correction court gave decision. At the time or of the form of

In London Studios

New entry in the color motion picture field, with system that looks a winner, is Dufaycolor, which has just announced a perfected scheme for shooting and processing tinters on normal equipment. System is not new, but hitherto has had great difficulty in taking positive copies from its one master negative.

Although developed in the U.K., process has already undergone extensive experimental work in Hollywood at the 20th-Fox plant, which has passed it as screenworthy. Tests made by the 20th and seen here were, incidentally, printed in the existing Movietone City laboratories. Dufaycolor reel of the Coronation is expected to be taken for U.S. by Hearst Metrotone, following earlier news of plan to fly first copies by fast 'plane in competiti ith other newsreel—stunts of the same type previously announced.

African Films, Ltd. Pays Two Dividends In Johannesburg

Johannesburg, March 25.
Two dividend melons were cut at the annual meeting of stockholders of African Films, Ltd., held here. Largest divvy distributed was the 17½% payment voted stockholders of African Theatres, Ltd.. This is payable April 30 to stockholders on record March 31, is rated the final dividend. This makes 27½% that has been distributed for the fiscal year.

that has been distributed for the fiscal year.
Other dividend, of 10%, goes to African Films, Ltd., shareholders, being payable April 24. After reviewing operations for past year, ending last Dec. 31, I. W. Schlesinger, chairman, moved the adoption of the director report, balance sheet and accounts, which was done. Complete report on finances went only to stockholders.
Retiring directors re-elected were

Retiring directors re-elected were S. A. Schlesinger, D. M. Burton and D. H. Barnett.

Garbo's Magyar Click

Budapest, April 19.
Greta Garbo's 'Camille' is certainly the outstanding hit of the

Picture, in its third week at Metro theatre, attracting capacity audiences.

on GT Proposition - Would Rather Continue Solo, Though Deal Would Give Control

Hollywood,

Charles Munro has arrived in Hollywood from Australia to look new 20th-Fox pictures Later this week he goes to New York for confabs with Sidney Kent, now abroad,

ro heads Hoyt's syndicate of Australia and New On the return trip to the theatres Antipodes he will be accompanied Kent and S. S. Crick, Aussie, manager for 20th-Fox. Kent is to

Sydney, March 31.
On the highest authority, Vanistry learns that certain members of financial standing in Greater Union Theatres are strongly in favor of a further link with Hoyts in General Theatres for a term of 20 years or more. It is also known that certain agreements have already been drawn up and await the signatures of the principals concer at the signatures of the principals concer at the construction of the signature of the principals concer at the signature of the sig

METRO SETS 2 BRITISH FILMS

Hollywood, April 20.

Metro has set two pictures for British production starting around Aug. 1. "Rage in Heaven' and 'Soldiers Three' are the titles with Leon Gordon working on the script of the former at the studio and Lieut. Comm. Frank Wead collabing on the adaptation of 'Three' with Michael Balcon, who is due to go back to England shortly.

Luise Rainer will play the femme lead in "Heaven.' Studio is still debating whether to send Clark Gable or Robert Taylor to top the cast of 'Three,' ut Gable is most likely to get the Job.

three months. In September next, Sidney R. Kent and Walter Hutchi son will come to Australia for a further probe.

However, it is definitely learned that a big deal is in the air and just awaits an okay. Should the long-termer come into operation it will be a tremendous blow to many, img to the statements going out from time to time that a break was due to take place before December 31, 1807. Announcements in American tradepapers dated February 24 last that a break would take place, and also grings the respective holdings of GUT. and Hoyts appear to have created some bother camps.

Rumors
On the days the appears peached.

camps.

Rumors

On the day the papers reached Sydney, Norman Rydge went into a huddle with Charles Munro that lasted practically all On Thursday before Easter rumors gan to fly around. They are:

(1) Contract was already signed between G.U.T. and Hoyts for a term of 20 years as General Theatres.

term of 20 year.
Theatres.
Norman Rydge would replace
Stuart Doyle as the big boss in
G.U.T. and would be associated
with Charles Munro in the operation of General Theatres. (2)

with Charles Munro in the operation of General Theatres.
Doyle was quitting the pie biz to go into the radio field solely.

(3) Hoyts was absorbing GUT, and would also take over British Empire Films and Cinesoun well.

(4) With the absorption of GUT. Hoyts-Fox would praetically control the whole pie field, and that Charles Munro would be complete control.

To Vaniery. Hoyts' officials admitted that such a contract was ready for signing, but up to date actual consummation had not been reached. Admitted that there was a possibility of British Empire Film and Cinesound going into the tieup, but could not state whether Norman would replace Stuart Doyle.

Officials said that in the event of a mis-fire on the long-termer. Hoyts could the up with important indichains operating here. Officials also said that the bankers' influence had nothing whatever to go with the proposed long-termer.

Doyle No-Like

Doyle stated that a certain portion of the G.U.T. board favored a further link with Hoyts as General Theatres, but he emphatically denied he was quitting G.U.T., or that British Empire Films and Cinesound would be included in any proposed tieup. Said that if a contract was arranged, he would have to agree personally to act as co-director with Charles Munro. Doyle explained that as Charles Munro was leaving for America nothing further could be done in the matter until his return. Doyle said that many unfounded rumors had gotten around covering G.U.T. and Hoyts, and that, with the exception of the proposed long-termer, all the rest were utterly untrue.

Reported that Doyle and Rydge cannot quite agree on the General Theatres' thing, Doyle, so it's said, wants solo operation with his own organization and had planned such for a long while. Rydge, according to Inside, desires to play safe by hooking up with the opposition—Hoyts.

Rydge is regarded a financial with a finger in many pi

Strike Closes 500 Paris Pic Houses And Music Halls; Arbitration Dispute

tacle caused dar emas and music halls here Sunday (18). over a complicated decisi a handed down by a board headed by Jean Mistler, whom wor

Jean Mistler, whom wor syndicates and owners okayed to interpret law regarding the 'her week, salaries, leaves, collective contracts, etc.

(17) at Gaumont Palace following a dispute over machinists' salaries, which union demanded be settled by Sunday. Due to lateness, strike order was not complete that night. Majority of houses, were only closed the one day, Sunday. Some are in the Champs Elysees district. Empire, Bobi Europeen, Casino de, Paris, Aleazar, ABC, ilmers, Rex, Madeleine, lympia and the Gaumont Palace were closed both Sunday and Monday. Bal Tabarin was one of few niteries hit.

Mistler held negotiations yesterday (Monday) between reps of owners and syndicates, but was unable to complete agreements between the

two groups. Settlement is expected today in fight which affects ushers, technicians, mechanics and salaried sub managers.

Korda Disclaims Infringement Charge



Enthusiastically recommended . . . Packed with suspense and excitement...Mr. Basil Rathbone functions matchlessly...Based on an admirably theatric stageplay, the film provides Rathbone with an excruciatingly effective role, noble Miss Harding with one of the best in her long career Miss Harding never has been more human and sympathetic. — BLAND JOHANESON;

The suspense of the story is so well built up that the patrons of the Rivoli Theatre were sitting on the edges of their seats by the time the picture reached its climax. - KATE CAMERON, N. DAILY NEWS

Better in almost every respect than the late Frank Vosper's stage melodrama from which it was adapted... Suspense is admirably sustained . . . The finish is novel and breath-taking.

- HOWARD BARNES, N. Y. HERALD TRIBUNE

An unusually effective characterization ... It wouldn't be fair to disclose the ending which has been contrived with an enormous amount of suspense. - POSE PELSWICK.

'An excellent specimen... A thriller almost shockingly tense... For the chills and fever of melodramatic suspense "LOVE FROM A STRANGER" is a humdinger of a socker... Produced with taste as well as a stern eye to excitement.... In that last terrifying ten minutes the film gets in as much sheer melodrama as any normal person can stand . . . Certainly a tense, exciting, spine-chilling thriller. - EILEEN CREELMAN, N. Y. SUN

"LOVE FROM A STRANGER" has changed from good to better during its translation from stage to screen...Increased terror and suspense...Sufficiently bizarre to provide the horror hounds with red meat..."LOVE FROM A STRANGER" is a handsome hairraiser, remarkably well directed. - ROBERT GARLAND, N. Y. AMERICAN

Provides exciting and dramatic moments—moments that will send the chills skyrocketing up and down your spi ... Your patience will be rewarded by this thriller's climax.

- WILLIAM BOEHNEL, N. Y. WORLD-TELEGRAM

It is a tense and moving melodrama . . . A chilling film, more resourceful than the play in building up its climax.

- FRANK S. NUGENT, N. Y. TIMES

Has pace and quality...See "LOVE FROM A STRANGER" before you do something you may regret. - ARCHER WINSTEN, N. Y. POST

TRAFALOAR FILMS Present WAX SCHAC PRODUCTION BASIL RATHBONE OVE FROM

From the play by FRANK VOSPER From the play by TKANK CHRISTIE HALE RELEASED THRU UNITED ARTISTS.

EXPLOITATION

By Epes W. Sargent

Catches the Eye

Catches the Eye
Plenty of attention was recently had for a display in one lobby which showed a small flag fluthering in the breeze. It all the showed a small flag fluthering in the breeze, and a real flag of proper size substituted. This was cemented to suppose the staff, and the lower end was connected, through a reducer, to the cide slightly longer than the flag itself. This tube was painted to suggest the staff, and the lower end was connected, through a reducer, to the exhaust end of a vacuum cleaner with the bag removed. It's an old stage trick, originally used in The Girl He Left Behind Him, but it is defended to the stage trick, originally used in The Girl He Left Behind Him, but it is defended to the stage trick, originally used on the larger pupilits fine for the lobby. Stage the two controls a stage trick and the stage trick mocker-outer was a snow landscape behind glass with the sales line 'If's an avalanche of Christmas tree snow, which is generally pounded mica, though finely pounded glass or white sand can be made to do at a pinch. The landscape was built out from the backing so as to form a channel for the avalanche, which ran down the center of the seems, and out of sight, was fed by a series of buckets from an old sand litting toy, geared to a light motor. It was arranged to trip when the weight of the snow became greater than the resistance of the spring, the trough snapping back into place for another load. The snow was picked up from a lower box at the bottom of the frame, with the result that the material could be used over and over the model of the stage of the motor determine, the shade of the motor determine, the properties of the second of the motor determine, the properties of the second of the motor determine, the properties of the second of the motor determine, the properties of the second of the motor determine, the properties of the second of the motor determine, the properties of the second of the motor determine, the properties of the second of the motor determine the properties

Contesting 'Romeo'

Contesting Romeo'

For the neighborhood runs of Romeo and Juliet' Irwin Zeltner, of Loew theatres, 'using heavy space on a national campaign with a top prize of \$500. Ads are spotted in daily papers where there are Loew and the space of \$500. Ads are spotted in daily papers where there are Loew and the space of \$500. Ads are spotted in the lough and on trailers.

In addition to the top \$500 there are two of \$500 and \$500 the best answers to four questions. These are: 'How many times does Romeo kiss Juliet?' (hand kissing not counted). How many times does he tell her he loves her?' What are his last words as he leaves the nuptial care. The found to make judging easier. The found the found to make judging easier. The found the found to make judging easier. The found to make judgi

off browny will select winners, re-argie, city will select winners, re-porting to the N. Y. office which will make the final 'decision' occur. A Doob, advertising director for the theatres, is all set to handle an ex-pected 250,000 replies.

Air for Reissue

Air for Reissue

Figuring that Jack Benny's air popularity was greater now than when "Transatlantic Merry-Go-Round was first run, J. L. Schanberger, of Keith's, Baltimore, angular the picture back on reissue angular the picture back on reissue was get a nice build-up. Best bet was get a nice build-up. Best bet was get an order to be the state of the listeners were asked to tell the listeners were asked to tell the listeners were asked to tell what air or the screen, and why. That was good for 35 spot anomements. Another station urged listeners to tell what part of the current fello program they liked best. Brought the usual response from those who feel the urge to spread their views. Simple stuff, but it put a new kick in an old Reliance release.

Good for Four Cols.

Good for Four Cols.

Down In Dallas the Majestic hooked the Carrillo's cookery in 'History Is Made at Night 'to local men to be a made of the commanded more attention than the usual picture publicity. Got a four-column picture publicity. Got a four-column of the usual picture publicity is a four-column of the usual picture publicity with daily mention for a week. Police band was used for a side-walk concert the opening night, with an act from the exposition to give added novelty.

Sears' New Game

Grans' New Game

Gradwell Sears, of Warner Bros.
has evolved a brand new game based on the guess the name cartoons which every search of the guess the name cartoons which the guess of a search of the guess them all. A key supplies to guess them all. A key supplies guess them all a key sup

Quick Change

Quick Change

Alert managers are preparing for the spring fush and will be ready to go into lighter lobbles the first indication that the season has changed. It is to be assumed that through the winter a heavier, more colorful lobby has been in use, with the warmer color tones predominating. With a change to warmer weather the lobby should be swung to the the lobby should be swung to the property of the property of the property of the property of the property tawdry unless just the right hades are used. A combination of the two colors is highly effective if the decorator has a proper eye for colors, but here, again, good taste is a primal requirement.

The big idea is to make a change

a proper eye for colors, but here, again, good taste is a primal requirement.

The big idea is to make a change in pace that will arrest attention and get in step with the mental attitude of the patron. Emphasis is given the season, and the lobby blossoms out like the state of the season and the lobby blossoms out like the state of the season and the lobby blossoms out like the state of the season and the lobby blossoms out like the state of the season and the lobby blossoms out like the state of the season so the

Lets Patron Judge

Lets Patron Judge

Using the Harvard Crimson, students sheet, for its medium, the University theatre. Cambridge, Mass. of the Crimson's critic side by side with the laudatory notice given 'Green Light' by Welford Beaton.

The ad, taking a generous space, is headed 'Hollywood Previewer vs. Crimson Movie-Goer,' adding 'Critics disagnee on the merits of the screen version of Lloyd C. Douglas' best seller.' The notices follow and then 'Settle the controversy yourself by seeing the picture at the University, it neatily plugs what might have been a handicap and by arousing comment probably got the usiness. manages to wangle a dog story on the sound monitor, telling the pains used to obtain perfect sound. For a recent novelty the theatre showed the Bernhardt 'Queen Elizabeth' picture for contrast with Astaire's The Gay Divorcec,' something that probably, appealed strongly to the students, to whom the house makes its chief appeal.

Burglar Chasers

Burglar Chasers

Central theatre, N. Y., probably with the help of Universal, has tied in the Holmes Protective Co. to a display of the latest in burglar detection of the contract of the cont

Theatre Changes

incoln.

Harry C. Carter now operating
the Sun, Paxton, Neb.
Hymie Novitsky, 20th-Fox salesman, Omaha, as Republic-Midwest's
exchange manager.
Gibbon, Rob., sold to J. O.
Garnes by H. L. Bueck. Oal: Wood
River, Neb., sold by Lillian Lyhane
to M. D. Lyhane. Pender, Pender,
Neb., peddled by A. E. Thacker to
his brother, Paul.
Consolidated Theatres, Inc.. Griffith affiliate, has taken John Thomas
theatre properties in Kingfisher,
Oklahoma.

Rochester. N. Y.
Loew's has renewed lease of the
Rochester for five years after battle
over rental and threat to move into
Masonic Auditorium, now used for
legit road shows. New RCA sound
equipment now going into the Rochester.

Ground broken for new nabe, to be targed Beverly, northwest side. Building to cost around \$250,000, will be leased to B. L. Killbide, operator of local chai, and is expected to run on dual policy.

Orphans' Court Reading. Pa.
Knorr' estate to extend the Icase of
the State site for 13 years to the
Berks Co. Amus. Co., affiliate of
Wilmer & Vincent.

Philadelphia.
Spot at 13th and Vine selected
Eddie Golden and Herschel Stuart
for new Monogram Exchange here.

Filters with Color Pic

Hollywood, April 20.
Grand National will furnish color
filters to theatres playing its grand
Canyon, pastel feature to be produced by Richard Rowland.

duced by Richard Rowland.
Upon arrival of color cameras
from New York shortly, group of
technicians under supervision of Albert N. Chappereau will scout Grand
Canyon for locations, with production planned to start late in May.

NIX ON DRASTIC ANTI - AMUS. MINN. LAWS

Minneapolls,

Last minute indications are that the state legislature, will adjourn midnight Wednesday (21) without passing any legislation affecting the motion picture industry in this state; and the only hope for action on pending bills is a special session which the governor threatens to call in connection with tax measures. After having been approved in committee in both the lower and upper houses, the divorcement bill and the anti-zoning measure will remain on general orders and never reach a vote in either the Bouse of Senate, according to those in the know.

While contending that the proposed law is unconstitutional and announcing that the North Dalcot statute will be fought in the courts, the Minnesota Amuse. Co. waged a bitter fight against the divorcement bill, which prohibits the ownership or operation of theatres by producers or distributors, and which would have compelled it to dispose of 87 houses in Minnesota. W. A. Steffes, representing national Allied tates, was in charge of the campaign to put the bill over both in North Dakota and Minnesota.

The anti-zoning bill requiring film exchanges to release pictures simul-

put the bill over both in North Dakota and Minnesota.

The anti-zoning bill requiring film exchanges to release pictures simultaneously to all theatres charging the same admission and to post rentals applicable to all show houses in the same admission price classification was opposed by the vast majority of independent exhibitors as well as the distributors themselves.

Bills prohibiting all theatre gift nights and requiring one day rest in seven for all employes at current wage scales also appear to have died, along with a daylight saving measure opposed by exhibitors. An effort to place an additional state tax on theatres was defeated.

SALES STAFF TO HELP PICK LEADS FOR GN PIC

Hollywood, April 20. Victor Schertzinger is having transcriptions made of song tests of personalities being considered for 'Something to Sing About,' which he produces for Grand National. Discare being shipped the various are being shipped the various Grand National exchanges for reac-

Grand National exchanges for reac-tion by the selling force. Production on 'Sing About' is skeded for mid-May, from Schert-zinger's original idea, developed by Austin Strong.

Pa. Losing Sunday Blues

, Pa., April 20. Pennsylvania's ancient blue la are taking one licking after another Sunday baseball and films are nov permissible in practically all the cities the State and horse-rac

cities the State and norse-racing may be approved soon. During the past week Gov. Earle signed a bill permitting Sunday fish-ing, for the first time in the history of the State. Churchmen howiing but it appears that them no good.

NSS' New L. A. Plant

Hollywood, April 20.

National Screen Service is setting plans for erection of a new office and distribution plant here.

Herman Robbins of NTS is here to close the deal which is estimated to the setting of the service of the setting of the setti

expen iture of

Boonville, Mo., Lyric, Facing Oblivion, Aiming to Be a No. 2 Central City

ECSTASY' OK'D IN DENVER

Sex Pic's Stills in Lobby Fetch \$50

Denver, April 20.
'Ecstasy' was okayed by Police
Judge Gilliam following trial in
police court. Judge Gilliam said he
and his wife had seen the film and

and his wife had seen the film and could see nothing obscene in it. Robert Maple of the Tivoli theatre, and W. G. Smith, here in interests of the film, were in police court on charges filed by a city detective. The case was dismissed.

Ed Sonney and Paul Hoppen were arrested and fined \$30 in police court because of so-called obscene stills used in a lobby display, at the Palace theatre in connection with the showing of The Love Mart. The film was shown on a men or women only basis, each sex admitted on different days.

See Free Speech Curtailment in Kans.' Time' Cuts

Washington. April 20.
Suggestion that deletion of comments on the U. S. supreme court from the current March of Time' reel by Kansas censors should be made occasion for a sweeping test case came Saturday (17) from Senator Burton K. Wheeler, whose reform plan were scissored by state reviewers.

Irate at suppression of

marks on the President's court reform plan were scissored by state
reviewers.

Irate, at suppression of his views,
the Montana solon denounced the
Kansas action as deliberate attempt
to throttle criticism of the Roosevelt
administration and flagrant violation
of freedom-of-speech guaranty of
the Constitution. Said the incident
is of national importance, rather
than an isolated local development.

'If they can get away with this,
they can stop free speech anywhere,
'Wheeler averred. They are trying
to kill off any criticism of Administration measures. This is in keeping with the trend of the times. It
is the Hitler philosophy. This thing
should not be dropped but should
be made a test case to see how far
such local officials can go.'

The scissoring drew no other local
comments, with Government officials
playing hands-off and taking the
view that the deletion is simply a
state matter. Other members of
Congress privately were outraged,
voicing suspicion the cutting might
have been inspired by political
quarters here in Washington, although no law-maker was willing to
free an accusation publicly.

Another Postponement In Bill Fox Bankruptcy

Atlantic City, April 20, announced another postponement in the quizzing of witnesses in the sp,535,000 bankruptcy of William Fox, former film magnate. Hearings were scheduled to be continued today but Steele said, 'We have no one to go on with'.

The contempt.

to go on with:

The contempt against Hirber to Leisteen, Fox bookkeeper, has not yet been passed upon by Federal Judge John Boyd Avis, and while Judge Avis has upheld the contempt finding against Mrs. Eva Fox, wife of the bankrupt, it has not been aninounced whether she will appeal or submit to questioning, and finally the U. S. Circuit Court of Appeals has not yet decided an appeal from the order to turn over the All-Continent Corp'n books.

The tentative date for resumption of questi ing has been set as May 4.

DETROIT'S CENSOR QUITS

Detroit, April 20.
After 27 years as a Detroit police censor, Lieut. Lester Potter will retire. May 1 at the age of 61.
Unlike his co-censor for 25 years.

Unlike his co-censor for 25 years.
Royal A. Baker, who recently opened an art studio after retiring, Potter intends to settle down on a farm.

Unn rom production and distribution of the in ustry in the state shall become effective as May 1, 1938.

Boonville, Mo., wants to get on the theatre map, not as a second Central City, Colo, but something along those lines. Extensive research by the Missouri State Historical Society develops the fact that the present Lyric theatre, operated by From the Missouri State Historical Society develops the fact that the present Lyric theatre, operated by From Midwest as a picture house, and originally called Thespian Hall, is the oldest theatre structure west of the Alleghenies still standing. Does not claim to be the first theatre in the valley, but the society is unable to unearth, any existing building to challenge the claims of the Thespian to be the oldest still in existence. Fox-Midwest planned to raze the antiquated structure and put up a modern theatre on the site, but agreed to defer operations until a citizen's committee could do something about it. The house, built in 1855, has been iven over to pictures since 1912.

Though Thespian Hall was commenced in 1855 and fully completed two years later, the Thespian Society dates back to around 1838 when a group of the early settlers formed themselves into a dramatic club, erected a log building and gave performances in which the femme roles were assumed by men in deference to the rather narrow views of the frontier citizenry who regarded somewhat askance by a proportion of the public.

Boonville was then an important found later to fleurie as on the route

as handmandens or the devil. Even the efforts of the men were regarded somewhat askance by a proportion of the public.

Boonville was then an important town, laker to figure, as on the route of the old Santa Fe trail, one of the two roads then leading into the vast, uncharted west. It was thriving and had attracted men of culture from the eastern clies.

Owing t at lack of printed records, there is no consecutive history of the movement in its earlier days, but it is apparent that numerous touring companies shared the stage with the local enthusiasts. The local society prospered and presently outgrew its original 30 by 60 log structure. Cooperation of the various fraternal orders was solicited and obtained on the promise of a lodge room, and in 1855 the cornerstone was laid, though the brick work was not begun until the following year with the finished structure opened with a ball July 3, 1857.

The Thespians received a setback during the Civil War (Boonville was the scene of the first land battle), with the warring forces alternately occupying the territory and the building passed into the hands of the local banker. The society never was reviewed but following the war the structure was used for local entertainments. The house was slightly modernized, in 1901, as the Stephens Opera House, after the banker, owner. The change included the contraction of the trans the trans.

signty modernized in 1901, as the Stehens Opera House, after the banker, owner. The change included a deepening of the stage, but the front remains practically as it was in 1867.

front-remains practically as it was in 1887.

It is proposed to acquire the property and it make only such restorations as are imperative, then to devote it to a season of commemorative performances, much on the Central City, Idea, with touring attractions, when they can be had, times. Walter Prichard Eaton sums up the idea when he, says 'it should be preserved as a record of what the theatre was like almost a century ago, especially what sort of stage our actors had to move about on and our playwrights had to plan for. If the Thespian Hall Preservation Committee can rustle the funds before Fox-Midwest gets impatient, a fine example of the carly theatre will be preserved. Otherwise Boonville will lose its shrine and gain a highly modern picture house. It all depends.

NEW JERSEY HAS DIVORCEMENTITIS

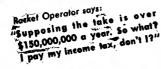
Theatre divorcement itation rearing up in New Jersey, a state, which all, of the major affiliate firms directly or indirectly have theatre interests. The New Jersey assembly on April 12 introduced a bill for regulation of the motion pictur industry in that state, providing alfor the separation of theatre oper tion from production and distribution. This Jersey bill provides that su

PARAMOUNT EXPOSES \$150,000,000 A YEAR SLOT MACHINE RACKET IN RED HOT MELODRAMA... "KING OF GAMBLERS"

"Higher-Ups" Taken In Spectacular Raid

SLOP CZAL District Attorney to Pin Many Unsolved Murders On Steve Kalkas' Band

Three Killings and Bombins

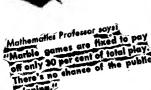












"KING OF GAMBLERS"



Claire Trevor · Lloyd Nolan · Akim Tamiroff Larry Crabbe · Helen Burgess · Porter Hall

A Paramount Picture • Directed by Robert Florey

Lefty's H'wood 'Type' Woes

By Joe Laurie, Jr. teeth in a character part, he'd masticate it. Then I met Joe Cumningham—you know the guy that's such a riot speaking at dinners. He murders 'em out here at all the big dinners, and I was tellin' him I could murder 'em too if I ever ate a big dinner. Well, he is working in pictures now; just finished in 'Kid Galahad, with Ed. Robinson guy is a sweetheart, a soft talker and got plenty on the ball. He don't wear no 'hurrah' clothes, and that's a novelty out here where they even put riding breeches on to pitch horseshoes.

Me and Aggie was thinkin' of a lot of the boys and girls back East who would paralyze 'em out here if they ever get a chance. For instance, Marie Hartman; they ain't got a dame like her in pictures. She'd double 'em up with her type comedy and muggin.' Then there's Jack Norworth, you remember Norworth and Bayes' Well, he's a swell actor

Hollywood, April 20.

Dear Pal Joe:
Well, it's over a week now since I sent out those letters to my pals in the studios, and I ain't heard nothin' yet. Geeze, ain't letters awful things when they don't come? Ain't it funny how guys forget to write when they get out here? You can tell that when you see some of the pictures they put out. I hope my pals didn't get that 'sky-looking' habit when they see me. I'd hate to come all the way out here to find out I lost my pals. A lot of the guys who've been out here for a long time tell me that some of the boys that get into the dough can't stand the climate; it seems there's somethin' in the sun that misses a certain vitamin and it makes 'em lose their memories. Well, I can't believe my pals wy letters to them got mixed up with heir bills, and they didn't open 'em yet. Dear Pal Joe:

their bills, and they clunt to you survet.

All the casting agents have my name and address, and me and Aggie hang around the trailer camp all day waitin' for a phone call. That's being amout here, 'Waitin' for phone calls.' When the bell rings even on a wrong number connection your blood pressure goes up like a thermometer at the equator. We don't go out much because it would be just my luck to get a call for a job when I go out.

I got a call the other day from an indie studio, and, boy, you'd think I was Barney Oldfield drivin' the way I got to that studio; even the old crate musta felt that I was going for

I got a call the other day from an indie studio, and, boy, you'd' think I was Barney Oldfield drivin' the way I got to that studio; even the old crate must afelt that I was going for a job, because it made it with very little pushing. Well, I get there and there's about 100 guys waitin' for the same job. Every job out here is a contest. Everybody gets a crack at eadin' the part...it sounds like a 'community read'...Well, the head man looks me over and sez. 'You won't do, I want a bald-headed man for this part.' Well, I practically rips off my 'turkish rug' and show him I'm bald. He gives me one look and sez. 'No, I can't picture you as a baldheaded man. Well, that stumped me, but I rolls with the punch and sez. 'Wo, I can't picture you as a baldheaded man. Well, that stumped me, but I rolls with the punch and sez. 'Wo u won't do,' and his voice sounded as if he was stamping his foot. So I makes a graceful exit with the setplece in my hand. When I gets home I tells 'Aggie what happened and what the man said, and she looks at me as if is he thinks I've been drinking. Which I wasn't, but I did. This pitcher racket is gettin' on my nerves. Everybody you meet here tells you the best thing to do is to 'stick around and wait', but they don't tell you how to do it without eatin'. Aggie's learned how to make od different sauces for rice, but it still tastes the same. We've been eatin' so much rice we could be stand-ins for 'The Good Earth'. Aggie sez it's cheap and filling. She sez the meats out here are bad, but you can't prove that by me. I passed a cow the other day and I must have scand it by the look on my face. 'cause it ran like a producer. Well, it's a good thing we're living in a trailer; that saved us dough that we would have had to spend for a hotel, which dough we haven't got annyway to spend, so even though we sin't working and no money's coming in we're still saving money. I was the lings that to Aggie and she's trying to figure out how we can save money we haven't got. But there it is, black on white.

Ev

its president, A. C. Bromberg, claimed the N. Y. corporation had called off an agreement entered into in 1935 under which the plaintiff was to distribute Republic pictures in North and South, Ceorgia, Florida, Alabama, Louisiana, Mississippi and part of Tennessee. The agreement, Bromberg claimed, was to run until 1939. The defendant cancelled the contract in March, alleging Bromberg's outfit had not carried out the terms of the agreement.

Bromberg averred he had spent \$351.348 in carrying out his end of the contract and had only received \$219,620 from the N. Y. corporation, thus leaving him holding the bag for a loss of \$131,728. He claimed that when the agreement was called off he had on his hands \$2,735 contracts with exhibitors which involved \$712,811. He was sure that if the agreement had been completed he would have made a profit of \$250,000 for himself besides more than that amount for the N, Y. operation.

In the suit Bromberg did not ask

Even Radio Gets the Habit

Even Radio Gets the Habit

A pal of mine tipped me off to a bit job for a radio program. So I went to see the program director, and he looks at me and sez I ain't the type. Can you imagine—they even type you for radio? You gotta look the part for the studio audience, and they get in for nothin'. That's another screwy business. It has grown and grown and now it's in its minarcy. I got a load of stuff to unload on you about the radio racket some of these days.

The only little pleasure I get out there is to meet the old vaudeville gang and punch the bag with them about the good old S & C, Pan and Orpheum time. Geeze, I get sick to my stoned when I think of all them theatres disappearing. They still got a few umbrella stands around here, but they pay you off with orange juice. Met Jimmy Carson—overmember him when he was with the Red Heads and a lot of Broadway shows? Well, he looks swell and is a great performer. Eyy, if he ever got a chance to stick his in the standard of the contraction of the contraction

Geo. Lait's WB Chore

Hollywood, April 20.
George Lait has signed a writing contract at Warners and is currently working on an untitled newspaper yarn.

arn. He was granted leave of absence rom Universal Service.

Orph Income Ups Considerably, But Still in the Red

While the consolidated income of Orpheum Circuit has shown a big increase during the last two years, the organization continues slightly in the red, according to the report filed by Marcus Heiman, trustee, with N. Y. Federal Judge William Bondy. The report covers the 47 weeks ending Nov. 21, 1936. He shows the net loss during the period amounted to \$\$76,769 as compared to \$\$275,766 for 1935 and a deficiency of \$391,715 for 1935 and a deficiency of \$391,715 for 1934. double 'em up with her type comedy and muggin.' Then there's Jack Norworth, you remember Norworth and Bayes? Well, he's a swell actor and a director and puts over a song like nobody can, because he's the nonly guy that's got the recipe. Aggie just bayled me out for thinkin' about gettin' jobs for other people when we sin't got anything curselves. Well, it gives me an idea. I'll see if I can get a job as a 'scout,' they say there's dough in it, and it should be a cinch for my pals that are away up in the studios to get me one of those jobs. I'll write them again, I'll give them another chance. They may be right guys at that. Say, even a clock that ain't working is right twice a day.

Well, Joe, take a few turns around the Bond Building for me and Aggie, our bodies may be out here, but our hearts are with those agents back there. SEZ.

Your pal,

P. S.—Thanks for sending us 'Gone with the Wind'. Aggie and me read it, but can't see any part in it for us.

1935 and a deficiency of \$391,715 for 1934.

The gross income for the 47 weeks amounted to \$3,189,150. Operating expenses took up \$2,684,626; net income, \$504,624, and \$158,381 was marked off for depreciation.

Kresel's Plea Looks Slim There is slim chance of Federal Judge Lester W. Patterson (N. Y.) granting the request of Isidor J. Kresel, counsel for a group of preferred stockholders, to review the findings and recommendations made by Oscar W. Ehrhorn, official referee, who recently ordered the sale of Orpheum Circuit assets to Stadium Theatres Corp. After hearing Kresel and others, who, not only opposed the transfer of the assets from one RKO subsidiary to another, also

posed the transfer of the assets from one RKO subsidiary to another, also demanded Ehrhorn's removal as referee for being prejudicia, allegedy, to RKO, the judge reserved decision. Those opposing the sale to Stadium claim that Orpheum assets had been mismanaged by RKO, and resulted in the loss of \$20,000,000, and that to turn the remaining assets over to turn the remaining assets over to noe of its subsids would further damage the one-time very profitable concern.

concern.
William J. Donovan, attorney for
Stadium, and the Irving Trust Co,
trustee for Orpheum, opposed Kresel's request for a review, claiming
that the stockholders should not be
permitted to 'ride roughshod over
the demands of the creditors' and
cause further delay in the settlement
of the Orpheum Circuit's financial
standing.

Horizon's' 80 Roaders

Originatly planning only 10 or 15 roadshow dates for 'Lost Horizon,' Columbia will run the number to 80. A total of 48 engagements will have been played by the end of this month, while 13 are set for May and one so far for June.

Los Angeles, April 20.
Forthcoming road show bookings of 'Horizon' include Oakland, Portland and Salt Lake, following closely on runs now under way here, San Francisco, Denver and Sealtle. on runs now under way here, Sair Francisco, Denver and Scaltle. Roadshow bookings are now being set for all Southern California key spots, to start immediatly after opus winds up its current two-a-day en-gagement at the Four Star theatre

Chicago, April 20.
Return roadshow engagement has been arranged here for 'Lost Horizon', which was forced out of the Erlanger two-a-day run last week by the previously scheduled legit. 'Idiot's Delight'. 'Horizon' comes back to the house May 9. Flicker had completed a four-week run when it was forced out. Chicago, April 20.

Hollywood, April 20.
Kenneth MacGowan will hold the production reins on 'Hudson's Eay Company' which 20th-Fox will make. Yarn is being concocted by Art Arthur, Reginald Collins and Michael Jacoby.

Hollywood, April 20. Carroll Nye, radio ed of the L. A.
Times, has been spotted in 'Sing and
Be Happy,' at 20th-Fox.
He'll portray part of an-

N.Y. OK's Formerly **Banned Disease Pic**

Albany, April 20.
The first New York showing of 'Damaged Lives,' which has been under the ban of censorship, took place Friday (16) at the local Capitol. place Friday (16) at the local Capitol. Health officials, social workers, clergymen and other guests of Dr. Edward S. Godfrey, state commissioner of health, made up the audience. "Damaged Lives' film treats with syphilis, and heretofore has been barred, but the recent N. Y. state and country-wide campaign of education about the lifting of the censorship ban.

ban. Film, Hollywood-made in 1934, by Film, Hollywood-made in 1934, by Weldon Pictures Corp., has been seen in every state with the exception of N. Y. and Pennsylvania. State Board of Regents last week finally overruled the N. Y. censors.

Balaban-Myers Set to Start With **Seven Houses**

Chicago, April 20.

Balaban Theatres, Inc., which particularly means A. J. Balaban and Sam Myers, will have at least seven nouses in operation by the end of the current wear and possibly a dozen if all present plans work out according to schedule; and will have one of top-list independent circuits in the midwest within the next 18 months, on present indications.

New circuit will devote its activities entirely outside the city of Chicago on theatre acquisitions, and is contracting for houses along the suburban area of Chicago and downstate, and particularly has its eye on the St. Louis potentialities.

Circuit is set for a new theatre in Wilmette, swank northside suburb; for the Melrose, Melrose Park, Chicago, April 20.

the St. Louis potentialities. Circuit is set for a new theatre in Wilmette, swank northside subrib; for the Melrose, Melrose Park, another spot in Libertyville to the northwest, and has completed a deal with the University of Illinois to build a house, to be called the Campus, on the college campus in Urbana. In addition, Balaban Theatres is taking options on property for building possibilities in several other Illinois situations.

Deal on in St. Louis at present is for a minimum of four houses in the next six months, with a fifth in the offing and the possibility of several more within the next two years. In St. Louis negotiations the Balaban Theatres are working in conjunction

St. Louis negotiations the Balaban Theatres are working in conjunction with the Ansell Bros., who are much interested in the St. Louis territory. In a great many of the spots the ground is being bought or leased with the circuit to do its own building. This follows the growing difficulty in the midwest of obtaining outside capital to do the building. Several other would-be circuit and theatre owners have tried to interest outsiders in putting up these theatres on guaranteed leaseholds on a long-term basis, but these cindenvors have been in vain.

4-LINE BIT WINS

Ferris Taylor in 70 Pix Before Grab-bing First Major Role

Hollywood, April 20.
Following a four-line bit in Mcrvyn LeRoy's The Deep South' at
Warners, Ferris Taylor, in show
business for 36 years and in 70 pictures without eyer copping a big
role, was tested and snagged an important spot in the producer's 'M'.
Dodd Takes the Air.' Picture has
gone into production with Affred E.
Green directing,
Taylor, who formerly headed his
own stock company, the Ferris Taylor Players, also was given an op-

Players, also was given an optional contract.

Hollywood, April 2

Wendy in 'Dead End

Hollywood, April 2.
Wendy Burrie has snagged the
femme lead in the much-talked film
production of 'Dead End.'
Sam Goldwyn produces celluloid
version of the Sidney Kingsley play.

ERIC STANLEY AT WB

Hollywood, April 20.
Eric Stanley, English actor, is here to start work on a Wurner contract.
Newcomer has not been assigned to any job yet.

DISCLOSE MORE PIX STOCK **TRADINGS**

Washington April 20.

Washington, April 20.
Trading by insiders in stocks of five film companies was disclosed by the U. S. Securities & Exchange Commission Monday (19).
Biggest operations were in Paramount paper, with Stanton Griffis, director, picking up a wad of 1935 debentures via Hemphill, Noyes & Co., of which he is a partner. The Criffis brokerage firm statement showed 900 shares of first preferred had been converted into 6,300 shares of common to cover a previous short position, while 208,000 of the 1935 series bonds were purchased in seven lots last month. Griffis carried 1,000 each of common, first preferred and second preferred in his own name. own name.

own name.

Overdue statements showed H. P.

Harrington of New York, director
in Translux, sliced his common holdings in the company 2,000 shares last
year. In April, 1936, he picked up
600, while in November he dumped
800 and in December unloaded 1,200
more, leaving him with 8,000 at yearend.

Another behind-timer was Willar S. McKay, Universal officer and director. He revealed in February, 1936, he gave away 188 shares of Ucommon and, via Wilkay Holding Co. acquired 10 pieces of first pre-

Still another belated statement showed Morris Wolf, Warner Bros. officer, picked up 500 W. B. common during January this year, his holding to 750 shares, plus 107 in a trust in which he has an in-

terest. Unloading more than 15 months ago by Albert D. Farwell of Chicago, Consolidated Film Industries director, was revealed. Starting with 1,000 shares of common, Farwell by sales spread over August, November and December, 1935, and January, 1936, emptied his strongbox.

1936, emptied his strongbox.
Four reports on directors' holdings were published by S. E. C.
Showed Edward J. Peskay held 300
shares of Grand National Common last November; R. W. Altschuler and J. P. Case, directors, had no Consolidated paper when elected to the board in March; and Farrington owned 10,000 Trans-Lux common when he went on the directorate in July, 1935.

Five Universal directors and of-ficers were shown to be devoid of any stake in the company when re-organization occurred a year ago. They were Paul G. Brown of Phil-adelphia; J. Cheever Cowdin, one of the leading figures in the financial operations; William Freiday of New York; Budd Rogers of New York, and Charles R. Rogers of Hollywood.

Fabian Follows B'way Par to Hanff-Metzger

The Si Fabian Brooklyu theatre., Paramount and Fox, are swinging from the Lord & Thomas agency to Hanfi-Metzger on June 1, following transfer of the Broadway Paramount account from L. & T. to H-M, effec-

account from L. & T. to H-M, effec-tive May 1.

The Hanff-Mctzger agency is also trying to get the Kialto, N. Y., inde-pendently operated by Arthur Mayer but so far no deal has been sst. Rialto, with Par and the Fabian Brooklyn houses, has been with L&T for several years.

Randolph Scott Sued

Los Angeles, April 20.

Randolph Scott was sued in superior court by J. G. Bachmann for \$85,000 over an agency contract.

Agency alleged that Scott refused to continue in effect a contract signing over to them 10% of a \$2,000 weekly salary.

Eighth Round Coming Up Hollywood, April 20, Columbia has launched production on the eighth in the current sacies of two-reelers starring the Three Stooges.

Comedy, as yet untitled, with Del Lord directing, has in cast Sam Lus-kin, Fehrm Luidhw, that's Man, Stanley Blyslone, Hank Bell and Blackie Whiteford

MG's Own Cartoonics

In the suit Bromberg did not ask for a specific amount of damages but for an injunction to compel the parent organization to continue un-der the terms of the contract.

operation.

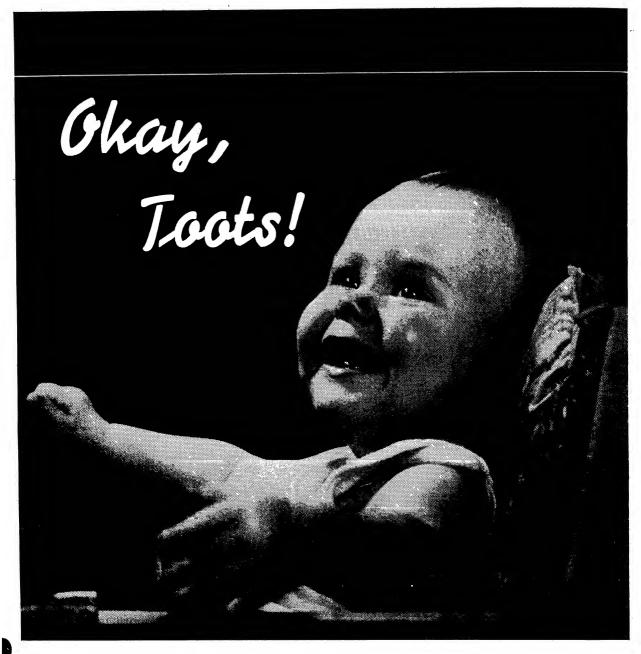
BROMBERG'S REPUB SUIT ENDS SUDDENLY

Airing of internal troubles of Republic Pictures which was expected last week, following the filing of a breach of contract suit in N. Y. federal court by Republic Pictures Corp.

eral court by Republic Pictures Corp. of Atlanta, Ga., against the parent organization, failed to materialize when the suit was suddenly discontinued Monday (19).

The Atlanta corporation through its president, A. C. Bromberg, claimed the N. Y. corporation had called off

Metro is going into own cartoon production this summer. Will be the first company to make own, the field having been entirely in hands of indie units, such as Disney, Fleischer, et al, who produce and distribute through major companies. It is known that Herb Morgan, Metro's shorts' exploiteer, has been Interviewing experienced cartofonists in New York on the q.t. On the Coast. Fred Quimby, head of Mc Shorts, has been doing same. It is not definite yet, apparently, whether Mottro will do its producing East or West.



Those National Screen Trailers certainly put you in the right frame of mind...enthusiasm in the proper place...not too much, nor yet too little...good, hard selling-talk that fits the picture's merits and brings out the best points... And those National Screen fellows know the theatre-man's problems so well! • Okay, Toots!... the industry's sold on

→NATIONAL SCREEN SERVICE ←

...priže baby of the Industry!

NEWSREELERS ECKHARDT HAS EDGE **KNOW WHEN TO** LAY OFF

Outstanding in voluntary news-reel restraint is evidenced by the three apartment house slayings (Tit-terton, Case and Gedeon) in N. Y. City which all Ave-U. S. newsreels sidestepped. While no state in the union pretends to do any censoring, it is a matter of the newseels own judgment just what should stay off

the screen.

Many a showman has wondered why the newsreels did not cash in on the Gedeon case, for instance, in view of the enormous amount of space and photos devoted to the triple slaying by both the tabs and the conservative dailies. Newsreel editors are invariably former daily newspapermen, hence not squeamish on such matters, but the major angle is that it must be entertaining to crash the news weeklies. A couple of the reels did treat the angle is that it must be entertained to crash the news weeklies. A couple of the reels did treat the Titterton case from the angle that the rope clue pointed out the effectual work of crime detection.

fectual work of crime detection.
While the average murder case is more or less tabu for the newsreelers, there are exceptions such as the coverage given to the Mattson boy kidnapping and killing. It was approached from the G-man slant and because it was a snatch crime with direct appeal to most of nation. one reel stressed the \$20,000 reward angle.

The speed with which newsreels must be handled and released is an outstanding element which has held back any serious attempt for censorship. The Hays organization and various states have been fully aware of this and the large amount of footage they would have to view weekly. They are convinced that the principal guardianship of what should be cut or left in, from the great mass of material that is photographed, should rest with newsreel editors.

Editor Boost for Wrav

Hollywood April 20.

Hollywood, April 20.

Richard C. Wray has been promoted to film editor of Maurice Conn productions by Martin G. Cohn, editorial supervisor. Wray was formerly in the cutting department. Stanley Lowenstein and Joe O'Donnell are collabing on Conn's next Kermit Maynard western, 'The Fighting Texan.' next Kermit Ma Fighting Texan.

Conn is sending Jack Greenhalgh, cameraman, and Henry Spitz, assist-ant production manager, to San Francisco to shoot process footage of the new Golden Gate bridge, to be used as background for the next Frankie Darro-Kane Richmond film, 'Anything for a Thrill.'

Kids Sit-Down

(Continued from page 1)

calls and boos greeted him and not a kiddie budged. House staff tried to talk to youngsters but it was no use. Finally policemen were called in but still juves held their ground. Finally, after an hour of cajolery failed, house was forced to put on its regular shows and youngsters re-

Spokesmen for Warners hold that Spokesmen for Warners hold that bing stretches some youngsters sit through is a problem for parents, pointing out that in many cases mothers pack lunches for the kids and tell them to stay. PTA claims amateur shows create inflation of egos among tots, that the excitement of continuous films isn't good for them and that programs aren't educational enough. cational enough.

Enright kiddie shows have always een held up as a model to out-of-Enright knause such been held up as a model to out-of-been held up as a model to out-of-town groups contemplating similar ideas and while considered highly successful from a social standpoint have also developed into consistent money-makers for WB. Same stunt has been tried in other nabe houses but dropped, only Enright's having flourished.

Status now clouded in doubt. Rep-Status now clouded in doubt. Rep-resentatives of PTA, Federation and WB expected to meet this week to reach satisfactory agreement, but in meantime it's generally agreed that any effort to oust youngsters at cer-tain time will mean the end of project.

TO HEAD CHI FILM B'D

Chicago, April 20.

Film Board of Trade holds its long overdue and constantly postponed meeting this week to elect its new president, succeeding Allen Usher of Paramount, who resigned following his promotion to district manager for the distrib. Postponements have been due to the number of vacations among local managers, with the most recent absentee being Jack Osserman, local chief of RKO. It looks a cinch that the new prexy will be Clyde Eckhardt of 20th Cen-

Jack Osserman, local chief of RKCO. It looks a cinch that the new prexy will be Clyde Eckhardt, of 20th Century-Fox, for a 'repeat call to the gavel chair, though there has been considerable telephoning among the exchanges for the election of Osserman. General feeling opposed to Eckhardt's appointment is the fact that he held the presidency for some time in the past and that some new blood should be injected into the key position of the Film Board here.

Plaenes Heads Akron Indies

Pioenes Heads Akron Indies
Akron, O., April 20.
Al Ploenes, manager of the Orpheum here, has been elected president of the Akron Independent Motion Picture Exhibitors Association succeeding Robert Menches, who headed the group for the past seven

years.
Other officers are Robert Menches, first v.p.; Charles Stadler, second v.p.; J. G. Deetjen, sec.

CONTRACTS

CONTRACTS

Writing contract option of Grace Neville lifted by Columbia.

Joan Marsh ticketed to termer at 20 the Columbia.

Joan Marsh ticketed to termer at 20 the Columbia.

Joan Marsh ticketed to termer at 20 the Columbia.

Universal picked up option on Eddie Buzzell.

Nat Perrin contracted as writer at Columbia after securing release from his ticket at Radio.

Paramount and Richard Dix discussing new term contract, effective after actor completes one more pic at 20 the Columbia.

Posterial and State of Columbia after securing stem term contract, effective after actor. Completes one more pic at 20 the Columbia.

Posterial and State of Columbia.

Posterial and State of Columbia.

Posterial and State of Columbia.

Richard Macauley signatured to one-year writing pact at Warners.

Stock player option taken up by 20th-Fox on Pauline Moore.

Harvey Stephens given a term acting contract at Paramount. Studio also tagged Barlowe Borland.

Julian Johnson, for the post five years story editer and Judith Barrett had their acting options lifted for another year at Universal.

Principal Pictures signed Selma Hutzig, writer.

Elaine Ryan, writer, placed under personal contract by Mervyn LeRoy. Sidney Blackmer received termer at 20th-Fox. Studio also bicked up another option on Bill Robinson.

Paramount renewed its writer contract with Frank Butler of where the American deventer of the Columbia of the Punkard' for three years.

Under an adjusted contract at Metro, Eleanor Powell receives a 12-week layoff annually in order to 1 rigup new steps.

Paramount picked up a six-month acting option on Terry Ray.

Hollywood, April 20.
Twins For Her Majesty, by Lou
Heifetz and Herbert Klein, bought
by Metro.
Paramount purchased

Heifetz and Herbert Klein, bought by Metro.
Paramount purchased 'The 13th Bed In The Ballroom,' murder mystery by Esther Haver Fonseca.
Warners has bought 'Chalked' Out,' play by Warden Lawes and Jonathon Finn.
'A Rendezvous with Love,' original by William Anthony McGuire, taken at Metro, where author is under a producer contract.
RKO bought a story entitled 'No Groom to Bride Her,' original by George Beck.

TITLE CHANGES

Hollywood, April 20.
Columbia changed title of Larry
Darmour western from 'The Ghost
Ranger' to 'Reckless Ranger'.
Robert Sisk's 'Million Dollar Amateurs,' football pic for RKO, now
labeled 'Saturday's Heroes.'
'Romance Road' replaces 'Rollins
of the Mounted' at Warners.

QUICK LOANOUT

Hollywood, April 20.

Before he could set foot on the
Universal lot, Charles Bennett, Eng-lish scribe, was loaned to Samuel
Coldwyn to shuffle up a yarn on
'Adventures of Marco Polo.'

Don't Tell It, Sell It

Hollywood, April 20.

Bob Burns, who gets \$70,000
a pleture now, not to stress
his radio and syndicated daily
feature, was buttonholed by a
musician while on location on
his last Par pic. The musician
said there was a real Arkansas
hillbilly in his band and the
guy had just told one of the
funniest stories the musician
had ever heard in his life. He
started to repeat it when Burns
stopped him with:
I tell good storles, I don't
listen to them.

MONEY STUNTS **WASHED UP** IN N. Y.

Cash giveaways and coin games are washed up in the Greater New York area, even with small independent exhibitors. Almost total dent exhibitors. Almost total absence of drawing power has served as powerful persuasion in the last few weeks. Situation in so acute as regards continuance of bank nights and other cash distribution contests that little indies expect quit altogether whether large house and circuit theatres boost their admissions or not.

nissions or not. Major circuits were first to see the Major circuits were first to see the light on the bank nights and other coin gags, quitting them about a month ago. Since then many leading independent chains have abandoned them, though a few continued contests in individual spots. Along with these there were certain diehard managers who kept up the cash games.

games.
Their experiences recently, however, have sold them on the idea that the public is not going for the cash giveaway. One uptown nabe theatre recently offered \$90, bulk of which was from accumulations of preceding contest nights when the winner failed to claim the award. Manager reported receipts of only about \$87 for the full day. Another neighborhood exhibitor experienced almost as disastrous results. He had total prize awards of \$98 up for patrons and the total take for the full day was slightly over \$100.
Such results have been deciding factors in this shift in attitude on the part of the small indies. The same exhibitor who clamored for retention of the cash games now are demanding that all competing theatres join with him in agreeing to quit the practice. Their experiences recently, how

P. A.'s Suicide Pact

Newark, April 20.
Allen Smith, 28, recently press
agent of the Paramount-Newark
theatre, killed his companion, Mrs.
Lois Duffy, 32, and self, Sunday
noon (18) on lonely road near Mt.
Pleasant cemetery, Newark. Motive
of suicide pact was inability of
young Mrs. Duffy to get divorce
from estranged husband, John, stagehand at the Shubert, on account of
religious grounds. religious grounds.

She was mother of 16-year-old She was mother of 16-year-old daughter and a telephone operator with the Newark Ledger. Smith, who was single, had been in theat-rical advertising for a number of years and was negotiating a Phila-delphia engagement at time of death.

SHIRLEY'S PRESENT

On 8th Birthday 20th-Fox Adds on Another Year

Hollywood, April 20.
Shirley Temple has had her contract renewed for one year, ahead of its expiration date, by 20th-Century-Fox, as a present on her eighth birthday.

Others optioned were Hempstead, writer and a Hempstead, writer and associate producer; Milton Sperling, writer, David Buttolph, composer, and actors Douglas Fowley, George Ernest and Jed Prouty.

-PAT ELLIS ON-LOAN

Hollywood, April 20.
Republic borrowed Patricia Ellis
from Warners for top spot in
'Rhythm In The Clouds,' which Albert E. LeVoy is producing.
Warren Hull and William Newell

PAR'S WINNIPEG SETUP WILL EASE UP TORONTO

Winnipeg, April 20.

Minnipeg, April 20,
According to J, J, Fitzglbbons,
managing director of the Famous
Players (Canadian) Corp, a complete
district office will be set up in Winnipeg, in order to relieve some of
the pressure on the Toronto office.
Heretofore the majority of booking
for the territory between Port
Arthur, Fort William, Ontario, and
Calgary, Alberta, has been handled
directly from the Toronto office. The
new setup will change this completely, with the booking for western
Ontario and the western provinces
being handled from here.
John Hazza, formerly supervisor of

Ontario and the western provinces being handled from here.

John Hazza, formerly supervisor of this territory, will confine his activities to the province of Alberta, the local, newly formed offlee being under the direction of Frank Kershaw, brought in from the British Columbia office. Harold Bishop has been dividing his time between the local skeleton office Famous has been dividing his time between the local skeleton office Famous has been maintaining and the Capitol theatre, will devote full time to the Cap which will be boosted into the town's ace house and will be used as a testing ground for all exploitation stunts and other ideas for the Manitoba and Saskatchewan districts.

Kershaw's territory will now take in the citles of Port Arthur and Fort William in Ontario; Winnipeg and Brandon, in Manitoba; Reglna, Saskaton, Moose Jaw, North Battlerd, Shaunavon, and Weyburn in Saskatchewan.

Sylvester Gunn, of the Royal the-

Saskatchewan.
Sylvester Gunn, of the Royal the atre, Fort William, has been brought in to do the booking for the Winnipeg office under Kershaw. No appointment has been made as yet for his Fort William post.
In town for the conderence from the east were J. J. Fitzgibbons, managing director; Ben Geldsaler, chief booker, the west being represented by John Hazza (Calgary), Larry Graburn (Regina) and Walter Davis (Regina).

Feher Scores a Point In 'Robber Symph' Suit

In KODDEP Symph Suit.

N. Y. Supreme Court Justice
Shientag Monday (19) granted the
motion of Friedrich Feher, agent, to
dismiss as insufficient the answer of
Fortune Film Corp., to his breach of
contract suit to recover \$7,500. Feher
claims Fortune agreed to pay him
\$10,000 to put on a show with foreign
talent in conjunction with the defendant's
picture, 'Robber Symphony,'

After the show was produced at the Belmont, (N. Y.) theatre plaintiff claims Fortune walked out on the agreement still owing him \$7,500.

No Daylite Save in Deny.

Denver, April 20. Daylight saving time measure pr Daylight saving time measure pro-posed here was not passed by city council April 19. Attempt had been made to override the mayor's veto on sun-saver, group voting five pro and four con. A majority of six favorable votes is necessary to carry move.

Theatres have been strongest against measure, opposing it violently, while radio stations were pushing on the reverse side.

Advancé's 'Squadron'

Hollywood, April 20.

Initial picture in the series of eight H. H. Van Loan features Advance Pictures will produce has been titled 'Squadron B', starring Ralph Graves and Eddie Nugent, and featuring Bill Edwards.

Mitchell Leichter, vice-prez of the company, is returning from the east after lining up booking dates.

Foreign Revenue

(Continued from page 3)

'LIBERAL' NEWS REEL FRANKLY **PROPAGANDA**

Frontier Films, 'liberal' pix pro-duction group of New York sponsor-ing current engagement of 'The Wave' at the Filmarte theatre, N. Y., Wave at the Filmarte theatre, N. Y., plans series of news dramatizations and feature-length productions based on typical American life and expressing 'enlightened' social and economic philosophy. Organization is described as 'Group Theatre of motion pictures.'

First production is first of a series First production is first of a series of a "liberalized March of Time," and will be released next Tuesday (27), first date being Roosevelt theatter, N. Y. Subsequent bookings will be arranged as available. Two-reetir, it includes two sequences, devoted to Black Legion and recent Sunnyside evictions. Cost about \$800 to produce, virtually entire expense being price of film.

While no definite production sche While no definite production senen-ule is planned immediately, other editions will be issued from time to time. Second is being scripted at present. First was largely collab-oration of David Wolff and Lionel Berman, with Willard Van Dyke do-ing most of photography. most of photography.

Berman, with Willard Van Dyke doing most of photography.
Group intends feature pix to have dramatic and story appeal rather than bear too heavily on 'propaganda', but all will express 'liberal', political and social viewpoint. Understood Clifford Odets has okayed filming of his 'Silent Partner.' All productions will necessarily be on limited budget, although all those working will be paid, but not much, admittedly.
Lionel Berman, executive director, and Leo Hurwitz, vice-prez., are only full-time employees at present. Former is paid, latter working gratis. In addition to above pair, board of directors includes Paul Strand, prez.; Ralph Steiner, vice-prez.; John Howard Lawson, secretary; Bernard J. Reis, treasurer, and Kyle Crichton, William O. Field, Elia Kazan, Mary Lescaze, Anita Marburg. Philip Stevenson and David Wolff.

Edith Ellis' \$2.500 Suit On Script Vs. London Co.

Edith Ellis, scenarist, filed suit Monday (19) in N. Y. supreme court for a writ of attachment against the Morgan Productions, Ltd., of London, in an effort to collect \$2,500, which she claims is due her for services. The defendant being a foreign corporation her hope of collecting depends on attaching any pictures the defendant corporation may ship to New York.

Miss Ellis claims she was hired by the Morgan firm last October to rewrite the script of a picture called 'Prince Otto'. An initial payment of, \$2,500 was paid her with the understanding she was to get a similar amount when she completed the script. She avers she turned the rewritten story over to the defendant a month later, but they found fault with it and has since reneged on paying the additional \$2,500.

Trans-Lux Earnings

Trans-Lux Earnings
Trans-Lux Daylight Picture Screen
Corp. showed a net profit of \$287,028
or slightly over 40c. a share on the
outstanding stock during the past
year. This compares with net of
\$164,291 or more than 20c. a share i
1935. Trans-Lux Movies Corp.,
a wholly-owned subsidiary of T-R
Daylight, reported a net profit of
\$53,162 before taxes, against a loss
of \$53,592 in 1935.
Trans-Lux Movie Ticker Corp., another subsid, had profit of \$403,428
as compared with \$317,281 in the
preceding year. Statement showed
that \$360,000 of this amount was paid

as compared with \$37,00 in the preceding year. Statement showed that \$360,000 of this amount was paid out in dividends on the preferred while \$45,000 was employed to retire 450 shares at \$100 each.

SISK LIFTS BARRIER

Hollywood, April 20.

Production has started at RKO on Robert Sisks' 'You Can't Beat Love,' Christy Cabanne directing. Preston Foster and Jean Fontai top east, with supporting players in-cluding Tom Chatterton, Milburger Stone, Ethel Wales and William



office from Broadway to Pumpkin Corners!"

- Motion Picture Daily

Musi and Lyrics by Mack Gordon and Harry Revel

Darryl F. Zanuck in Charge of Production

Inside Stuff—Pictures

When Californi assembly judiciary committee tabled bill that would ban block booking and indefinitely postponed hearings on measures intended to divorce producer-distributor ownership and operation of theatres, and to curb preferential play dates, film industry chiefs breathed in relief. Feeling now is that all adverse legislation will be taboo at the current session of the California legislature. Morgan Walsh, Northern California indie operator and a director of the Motion Picture Theatre Owners of America, who virtually single-handed brought about the tabling of the block booking measure, is given high praise in industry circles for the intelligent presentation he made of the issue and what the present form of block booking means to the average exhi

Already tagged by several fan mags for no publicity because of her high-handed attitude toward scribblers, top actress, who recently shifted from one studio to another in Hollywood, has just come under ban of several other publications. Western editor for the mags phoned that she wanted to interview actress for two-page spread and cover line. Actress husband, declared to be largely responsible for his wife's actions, answered the call, demanding to know who the writer was and insigted that a sample of her writing be submitted before his wife would consent to interview. No samples were sent and further publicity for that femme is table to the several sheets involved.

It develops that Joan Woodbury put one over on Harry Sherman who had refused her the femme lead opposite William Boyd in a Hopalong Cassidy production. Deal was nixed on ground she was not sufficiently Spanish for the part. She promptly called on Sherman, introduced herself as Nana Martinez, and landed the job. ventually, of course, Nana and Joan disclosed as the same person. Following this up, Miss Woodbury, when it was suggested by Ben Holmes at Radio that she do tap dance There Goes My Girl, sold Holmes the idea of a Spanish number, saying that tapping had become too common. Outcome was she was cast in a Spanish routine.

Initial candid camera color stills are being used in connection ith exploitation of Walfer Wanger's 'Vogues of 1938.' Kodachrome process being used is a radical departure from previous color photos of picture subjects for newspaper and fan mag reproduction. At present all film must be shipped to Rochester, N. Y., for development. A lab to handle Kodachrome film will be erected on the Coast. Wanger made a canvass of newspapers and mags throughout the country which can use color pix, and as a result between 300 and 400 of the new camera tint stills will be made for 'Vogues' in addition to the usual quota of several hundred black-and-whites.

As a buildup for Walter Wanger's forthcoming picture, 52nd Street, to be supervised by Hal Horne, niteries on this block in New York have been banded together into a 52d Street Assn. Temporary committee set up after a meeting at Tony's, one of the niteries on the street, is headed by Monte Proser who does independent publicity for Wanger and Horne and is also the French Casino's p.a. Other members of the committee are Lou Richman, owner of the Dizzy club, Tony of Tony's, and Joe Hoelbock of the Onys.

ILL. SUPREME COURT **WASHES UP BANKO**

Chicago, April 20.

Bank nights, which have been out here since last January, when Judge G. C. Niemeyer declared them illegal, are now out permanently, according to a decision rendered last week by the Illinois Supreme Court which ruled that any prize night in a film theatre constitutes a lottery and therefore illegal. Appeal was taken to the higher court by the Iris theatre which was joined by 35 other theatre owners.

Decision of state supreme court reads in part, 'In this scheme there is present every element of the evils attendant upon mass gambling.'

Old Pix With Suds, Spreading Idea in N. Y.

Innovation of ancient films at Joe Zelli's N. Y. nitery has started something of a vogue among lesser beer stubes with three new applications for special permits in hands of N. Y. license department. Those seeking to augment their suds are Silver Edge Tavern on East Tremont avenue, Bronx, Sully's Shore Boat in Greenwich Village and another ginnery as yet unopened, on West 125th street.

Use of films in such spots involves \$5 monthly fee. Many more inquir-ies indicate the idea might spread during the summer months.



'Arno's orchestral ntations are thrillingly different."-Courier Express.

OWNER DARK BROADWAY, OR ART MOVIE HOUSE, NEW YORK CITY Have excellent idea for six or twelve week ran nopular movie feature. Will handle heromotion for 10 necent, of net profits. Write Box 16, care Variety, New York.

20th's H.O. Promotions

Numerous sales promotions in 20th Century-Fox at the home office and in the iladelphia

branches have been made. Jack Bloom moves up to manage the con-tract department at the suc-ceeding the late Nat inkler,

ceeding the late Nat
while Samuel J. Epstein becomes assistant contract manager; Ralph De
Burgos, section supervisor; Nat
Rosen, Murray Scher and Angela
Mandella, data clerks.
In the Pittsburgh exchange, C.
Kellenberg becomes manager, sucerding A. W. McCormick, who is
taking over the Beaver theatre,
Beaver, Pa, on May 1. Several
others are moved up in this exchange.
Edgar Hollander, manager of ad
sales in the New York branch, has
been appointed supervisor of the
eastern district, Elliott McManus
succeeding him in the exchange.

"CManus has been a contact man at
2 h.o.

INTERSTATE PLANS ADDING 8 OR 10 MORE

The Interstate Circuit, now a permanent 50-50 partnership between Paramount and the Karl Hoblitzelle-R. J. O'Donnell interests, is planning an expansion program that will call for the building of eight or 10 houses in the Texas territory. Except for Albuquerque, N. M., all of the Interstate theatres are ithi the Texas borders.
Importance and strength of the Interstate chain has been increased during the past two years by the construction of 12 new theatres, plus the acquisition of others from independent operators.

Par's Coast Huddles

Neil F. Agnew was scheduled to plane last night (Tues.) for Holly-wood to huddle with Adolph Zukor, Bill LeBaron and others on the line-up the 1937-38 season. Present plans call for a program of not less than 52 and not more than 60 features.

tures.

Bob Gillham went ahead for a stopoff over the week-end in Kansas city, his hor

LOUISVILLE

(Continued from page 8)

(Continued from page 8)

dual. 'Waikiki' brought back for its second stanza at this house and third downtown week. Not bad going, considering opposish. Will take \$2,000, fair. Last week, 'Soldier and Lady' (RKO) and Wanted to Marry' (RKO) and Wanted to Marry' (RKO) and Wanted to Marry' (Kontaku, fair \$2,000; 15-25-40) —Stolen Holiday' (FN) and 'Great Guy' (GN), dual, Splitting with Light Brigade' (WB) and 'Woman Wise' (20th), dual. Getting plenty of teacher trade and lots of juve biz. Looks like \$2,500, fne. Last week, 'Reunion' (20th) and 'Girl from Paris' (RKO), dual, splitting inthe 'Big Rioge' (MG) and 'Dancing, and 'Great (MG) and 'Dancing, and 'Dancing, and 'Dancing, and 'Dancing, and 'Dancing, and 'Dancing, and 'Great (MG), 'Sology, 'Ja-25-40)—Personal Property' (MG) and 'Parole Racket' (Col), dual. Harlow-Taylor combo socko and mopping up for smash \$11,000. Last week, 'May-time' (MG), second, took fine \$6,000. Mary Anderson (Libson) (1,000; 15-25-40)—Marked Woman' (WB) (MG), Sology, 'Sology, 'Solo

Station and the state of the st

Incorporations

NEW YORK

NEW YORK

RKO Prector Mt. Vernon Corp., New fork: theatrical business; capital stock, 0 shares, no par value. Incorporators: Citied Mt. C. Puth, 25 Bast 30th street, 6 shares, no par value. Incorporators: Citied Mt. C. Puth, 25 Bast 30th street, 10 street, New York City. Ocean Parkway, Brooklyn; Ruth Bishop, 11 West 10th street, New York City. Ocean Parkway, Brooklyn; Ruth Bishop, 11 West 10th street, New York City. Ocean Parkway, Brooklyn; Chem. Grants; capital stock, 200 shares, no paralue. Incorporators: Cieo N. Prankis, Stephen and Funa Anagnosi, both of 48 Washington street, Geneva, N. Y. Incorporators: Ann Epstein Corp. Stratog Springs: Ann Epstein Strat. J. Showes, Rep., Manhattan conversion of the Corp. Stratogs Springs: Ann Epstein Strat. Justicet. New York City. City Corp. Stratogs Springs: Ann Epstein Strat. Justicet. New York City. Springs: Aproximacy, Saraga Springs: John A., May, 40 North Main William E. Benon. 328 Broadlway, Saraga Springs: John A., May, 40 North Main Kilm Circulation: Cerp., Saradogs Springs: Ubscribera, F. D. Thompson, R. Walter, F. Share, and J. Shares, and J. Shar

wood rond, Philadelphia, Pa.; Barry W. Boolenman, 1859 Frincesa avenue, Camden, Comlenn, 1859 Frincesa revue, Camden, Comment, Camber, Camber,

Sacramento.
Westwood Village Theatre Corp.
capital, 1,000 shares, par value \$10.
permitted to Issue 1,000 shares; permit
to hell slock. Directors: Charles P.
Skuuras, Albert W. Leeds, Churles A.
Intekley, George Topper and John B.
Hertten. Chiralites be seen as a constituent of the constitu

H. Senvelber, L. A.; R. Joseph S. M. Marke, Corp. of America, Co bly of L. A.; capital stock, \$25,696, none subscribed. Directors: Jules C. Stein, Chircago; Taft B. Schreiber, L. A.; and N. Joseph Robs, L. A. Artina, M. C. C. Burr Erock, 199 since, none subscribed. Directors, W. H. Gref, R. Butts, D. Rapp, of Hollywood,

Taylor-Harlow Good \$16,000 Despite Philly Crix, But Other B. O.'s Mild.

illy's film houses have a flock of new ones this week, but they do not look as strong, from a bo, stand-point, as the recently departed flock, which included 'Maytime,' History Is Made at Night' and 'Waikiki Wed-ding.' Most attention is being fo-cused on the city's latest roadshow, 'Captains Courageous,' which pre-miered at the Locust Sunday night (18). Too soon to get much of an angle on its biz chances, but the crix rawed. iladelphia, April 20

(18). Too soon to get much of an angle on its biz chances, but the crix raved.

Love from a Stranger, Aldine's latent got very near notices on its latent got very near notices on its with stage entertainment look on more than mild. Fox has "Internes can't Take Money" on the screen and Arnold Johnson's band on stage, while Earle has "When Love Is Young' on the screen, with Jan Garberon stage. Tost Horizon," moving from the Chestnut to the Erlanger to continue its roadshows run after five fair-to-middling weeks, roadshows run after five fair-to-middling weeks, building a great deal of biz, but nodding a great deal of biz, but nodding on a great deal of biz, but nodding or, with no final date mentioned yet.

Estimates for This Week Aldine (1,300; 40-55-65)—Love

Estimates for This week
Aldine (1,300; 40-55-65)—Love
from Stranger (UA). Excellent notices and okay if not remarkable
\$10,500 indicated; will hold. Last
week 'History Made Night' (UA),
third week, \$7,200, fine.

third week, \$7,200, fine.

Areadia (600; 25-40-50)—Swing High (Par) (2d run). Looks good for healthy \$3,000. Last week Doctor's Diary (Par) (2d run). hoppo \$700 in three days, and out.

Bøyd (2400; 40-55)—Personal Property (MG). Names of stars may offset so-so notices. At any rate, first week will gross \$16,000, nice. Last week, Waytime' (MG) in fourth week, \$14,500, terrific. Earle (2,000; 25-40-55)—When Love Is Young (U) and vaude. Jan (Garber's name should mean plenty, likely \$17,500, good, Last week, Mur-likely \$17,500, good, Last week, Mur-scheduling purpose of confabs.

der Goes to College' (Par) and vaude, Ted Lewis band, almost \$16,000, fair.

Erlanger (2,000; 55-86-1.14-1.71) —
Tost Horizon' (Col.). Started second week at this house Sunday night and seventh as roadshow offering in town. Reported \$8,500, nice, last weeks. (3,000; 40-55-65) — Internes Can't Take Money' (Par) and stage show, Arnold Johnson's band. Fairly good \$15,000 indicated. Last week, Marked Woman' (WB) and stage show, \$14,000, fairlsh. Keith's (2,000; 20-40-50)—Walkiki Wedding (Par) (2nd run). Should get very neat \$3,200. Last week, 'Tiheaven' (20th), disappointed, \$2,500 in six days. (3,300; 55-86-1.14-1.71) — Looust (3,300; 55-86-1.14-1.71)—Looust (3,300; 55-86-1.14-1.71)—Course (1,300; 55-86-1.14-1.71)—Top the week as roadshow, \$8,500. Etc. (1,300; 40-55)—Top of

Tasion, 181111 week as the control of Town (40), Got hot \$15,500 and holding. Last week, Walkikt Wedding (Par), six days, okay \$10,500. Stanton (1,700; 30-40-50)—Promise to Pay! (Col). Rather uncertain. Mebbe poor \$5,200. Last week, Parole Racket (Col), about the same.

New York Theatres



CAPITOL 🕍 "PERSONAL PROPERTY"

Bette DAVIS in 'Marked Woman B'way & 47th NEW YORK LAND 25°C 10. Open SPECIAL MIDNIGHT SHOW TONG

BASIL RATHBONE IN LOVE FROM A STRANGER" ARTISTS RIVOLI BIWAY ...

PARAMOUNT SUMES Swing High-Swing Low

Roach Fetes Sales Crew

Hollywood, Hal Roach will toss

Hal Roach will toss a inner-dance night of May 5 on the Topper' set for delegates and guests attend-ing the annual Metro sales powwow

ing the annual Metro sales powwow opening here May 2. Roach and Metro players will par-ticipate in the entertal ment.

ROXY ALL 25° TO

"WAKE UP AND LIVE"

On the Stage: JOHN STEELE 8 SAILORS MILES & KOVER



MUSIC HALL "A STAR IS BORN" IN TECHNICOLOR Spectacular Stage Producti

YOU'RE IN the ARMY NOW Directed by RAOUL WALSH
NEW Criterion 445th
Deors open 9 a.m.—Midnight Shows to 1. p.m.

Edw. G. ROBINSON in the City

"YOU WOULDN'T FOOL US MR. STROMBERG!"

(About your new M-G-M picture "NIGHT MUST FALL")



You didn't fool us about "ROSE MARIE" Jan. 1, 1936

"Sneak previewed ROSE MARIE at Pomona last night. Sensational reception. You can proceed with one hundred per cent promises to theatres for big success."



You were too modest about"GREAT ZIEGFELD" March 9, 1936

"First sneak preview GREAT ZIEOFELD held at Oakland. It will make box-office history."



You came clean about "AFTER THE THIN MAN" Nov. 11, 1936

"Just screened AFTER THE THIN MAN in projection room. All promises for outstanding entertainment can be safely made now."



You gave us the tip-offon "MAYTIME" March 4, 1937

"Previewed MAYTIME at Grauman's Chinese last night to terrific acclaim. Tell all exhibitors they can ballyhoo this to the limit."

FLASH!

FROM HUNT STROMBERG IN HOLLYWOOD

66 Sneak previewed NIGHT MUST FALL last night with audience reaction surpassing our highest hopes and predictions stop Audience was like man on the flying trapeze stop They were doing mental and emotional acrobatics all through the picture with gasps and screams vying with roars of laughter throughout eleven thousand feet and the result becomes all the more remarkable in view of this footage stop Seldom can dramatic stories hold up in such length but when the audience sits spellbound through the entire screening nature must take its course stop Montgomery's new characterization was like blast of dynamite with explosions in every other scene stop They thought we were kidding at first and all you could hear was buzzing and figuring stop Then when they realized that we were giving the screen possibly its most startling departure from common place characterization and story they took all the curves and dips with us hanging on for dear life as though riding a scenic railway stop Sincerely believe this picture great showmanship opportunity and urge all theatres to start talking about it now??

AND OH BOY! YOU CAN TAKE HIS WORD FOR IT!

RADIO'S SHARECROPPERS

Cliff Soubier, Fugitive from NBC, **Becomes Test Case on Artists' Pact**

Los Angeles, April 20.
Superior Court Judge Sproul
has under advisement suit of NBC
artists bureau against Cliff Soubier
after a trial lasting a week.
Frederick Leuschier, NBC attor, handled the case for network.

chicago, April 20.

id Strotz, head of Central Division NBC program dept., left here last week for Coast, to be on hand when NBC's suit against Cliff Soubier, former Chicago actor, for an alleged breach of contract comes up. Suit is to be in the nature of a test case to determine whether or not the contracts by which NBC blinds its artists for exclusive services are legal.

Long been some discussion about their legality since the network's contracts call for exclusive service by artist, yet guarantee them no stipulated amount of work or salary, and this will be the first time a suit against a performer has been brought by the chai, despite many alleged jumping of contracts.

Soubier case is based on an leged leaving of Chicago, and contractual obligations to NBC here, without permission of the network Performer claims that move was necessary because \$150 weekly was necessary because \$150 weekly was exclipped from his salary by moving Campana's irst Nighter' program to Coast, and the disbanding of WENR Minstrels, and the the network refused to give him, work to replace that which he lost.

WOR in Speedy Deals For Sports Pick-Ups

Crawford Clothes in an eleventh chavior Clones in an eleventic hour deal got the exclusive rights to broadcast yesterday's (Tues.) opening game of the Brooklyn Dodgers and the N. Y. Giants. Event was in Brooklyn and the station, WOR, Newark. It was the first time a sponsored mike had gained entry into the Dodgers' ball park. Team's owner has been offered as high as \$75,000 for the season's broadcast rights. Curious co-incidence about the WOR-Dodgers setup was that it was to this game that NBC invited radiods in and around New York, while the network itself was airing the opening clash of the N. Y. Yankees and Washington Senators.
Last week WOR shared with Mutual the hockey playoff from Detroit, another sports commercial closed on the run with only a few hours to spare between contract and broadcast. hour deal got the exclusive rights

Maestros Sans Musicians Draws J. C. Petrillo's Nix

Chicago, April 20.

James C. Petrillo and the Chicago
Federation of Musicians put a crimp
in a proposed plan of the J. Walter
Thompson agency here to use various headline band-leaders as ether
guests for interview purposes only.

Petrillo and Union ruled that band
leaders couldn't make 'celebrity' appearances.

Hart Sued for Slander

Hart Sued for Slander

isville, April 20.

James J. Hart, until three weeks
ago a commentator on WAVE, undersponsonip of Falls City Brewing
Co., was jointly named in a slander
suit vind Moses Fort, publisher of
the Lotisville Democrat, a political
week, by Mayor Neville Miller,
and his brother, Shackleford Miller,
and his brother, Shackleford Miller,
Hart formerly, conducted a gossip
column in the defunct Herald-Post,
after which he aired thrice weekly
for the local beer concern. His
broadcast effort, was comparatively
free discount of the control of the
city.

Gum It, M' Dear

Hollywood, April 20. English stage and screen starbegged off from a radio guest shot, giving as her reason 'a nawsty cold.' What really happened was that she shipped her store teeth back east for rester.

Return trip of the food chop-pers was delayed.

Taken West by Agency, Fired,

. Hal imberg, week filed suit against Ryan agency for \$19,806 damages for

Ryan agency for \$19,806 damages for asserted contract breach. He was dropped several weeks ago after working on scripts of Al Jolson show.

In his complaint, Fimberg state that the agency took him off job in its N. Y. office and sent him to the Coast at \$200 a week as writer-producer, assertedly guaranteeing after 10 weeks, he charges.

Fimberg further alleges that the agency promised him full charge of the Jolson show after he had a deal on with Ken Murray to script his new program for 26 weeks at \$175 or the first 13 and \$200 for the concluding 13. He said he called off the deal after he received the R & R. offer.

Damages to cover cost of moving

offer.

Damages to cover cost of moving his family, servant and furnishings from the east are included in the action. He alleged that the agency promised to take care of all expenses incurred in making the change in residence.

incurred in making the change in residence.

Frederick Leuschner, NBC attorney on the Coast, filed the action and also secured a compromise settlement of the contract of Cecil Underwood with the agency, Underwood recently, was taken off the Joison broadcast and supplanted by Bill Bacher and Tiny Ruffner.

HUBERT GAGOS HEADS U.P. COAST RADIO

San Francisco, April 20.
head of the United Press'
radio circuit on the Coast is Hubert
Gagos, who joined the UP force
Monday after three years as news,
editor, and station relations man for
the Northern California Broadcasting System (KJBS, KQW). Gagos,
after a couple of weeks at the local
office of the association, ill move
to Los Angeles to head
bureau.

to Los Angeles to head to bureau.

San Francisco loop of the UP radio circuit has been in operation since February: Circuit is expected to be extended shortly to take in all UP clients in the western territory. At present three stations in Los Angeles, one in Bakersfeld and three in the San Francisco bay area are heing served. being served.

Camera Nut Hosts Others

Camera Nut Hosts Others
Wichita, Kan., April 20.
Radio station KANS held Candid
Camera Night' Tuesday. No visitor
was admitted to studios during halfhour unless he or she was equipped
with camera. Dancers and musicians
on program were subjects for snaps
made possible by specially installed
lighting. Informal proceedings broadcast and prizes awarded.
Herb Hollister KANS manager is

Hollister, KANS manager, Is

IS A NET LOSS

Idea Men on Sustaining Payroll Find It Nearly Impossible to Beat the Bookkeeper — Accumulated Charges of All Kinds Piled on Writer-Producers

TREADMILL

Sharecropper intrenched in broadcasti the money-making strides taken by the industry. Feeling the yoke more than performing talent are the writ-Asks \$19,806

Than performing talent are the writers on a number is stations. Cotton pickin' doesn't compare with the pickin's several of these outlets try for through the contracts the make with writers. Some of these make with writers. Some of these agreements stipulate a 33 1/3% commission for the station, early sublicity of promotion and published. costs of promotion and publicity and all salaries paid to artists while the program was on a sustaining basis.

As the system actually operates, there isn't a chance of the writer getting out from under.. Since the station operator is the keeper of the books, the charges against the sharecropper-writer's 'program are so great that all the gravy of several years of national commercial sponsorship couldn't take care of the accumulated debt. Writer has no say about the charges posted in the ledger. Anything can come under the head of promotion and publicity, and the creator of the program has to like it, or else. to like it, or else.

Finally Sponsored

Finally Sponsored
One recent case in point involves a writer-producer who had been on the station's payroll for three years accepting a nominal sum, hoping that one of his shows would be sold to a national account. One program which he had been dickering with for a couple of years was finally sold in transcription form. When the settlement came he found that the accumulated charges against the show on the station's books were so great that two more like it would have to be sold before he could even call it even.

If one of these sharecropper pro-

If one of these sharecropper programs does go network commercial, the pinch becomes onerous, as the station head wants to get all charges out of the money derived from the commercial for the i itial 13 weeks. In case the option is not picked up. In the meantime the writer-producer has two alternatives: either try to effect a settlement with the station operator and pay heavily for his release, or go on planting new crops and take as: his share the same old sustaining wage.

Ben Bernie's

Ben Bernie comes to New York early May for three weeks of broadcasting American Can program. Will put his weekly broadcast on the air May 4, 11 and 18 from N. Y.

ALL THAT'S SURE Is Trade Name of Radio Act Assignable in Bankruptcy? **Attorney Asks Court to Rule**

'No Local Arabs'

WIBM, Jackson, Mich., has one of radio's most unique letterheads. Clives complete synopsis of its program facilities and policies. Pay off, printied right on the letterhead, is this nifty house rule:

"No local Arabs—with—guitars allowed."

MacQuarrie Tours Am Skit, Will Pluck Talent for Warners

Hollywood, April 20.

Washing up his Chase & Sanborn contract May 2, Haven MacQuarrie takes his 'Do You Want to Be an Actor?' skit on the road for 12 or 14 weeks. Given the right to call himself a Warners director, he will round up talent and audition them at the point of discovery.

In each town visited, MacQuarrie will pick the most outstanding player and at the close of the tour will bring them in a group to the Warners studio for screen tests.

Martin Gosch, Warners radio contact, will work ith MacQuarrie on the tyros and frame units to tour the picture-houses after the am instructor goes back on the air in the fall.

MacQuarrle opens his tour in the midwest May 7 and brings it to a close in New York. Coast will be passed up as MacQuarrie has ap-peared at the Warners theatres here.

Jerry Cooper Set

Philadelphia, April 20. Philadelphia, April 20.
Jerry Cooper has been signed by
F. Wallis Armstrong agency to take
over the emceeling spot on Hollyawood Hotel after Fred MacMurratakes his leave (30),
Contract is for 13 weeks with the
usual optional renewals. Cooper is
a baritone and has also been doubling as Jack Randolph for transcriptions.

Ford Buys 'Bingo Bango' Ford Buys 'Bingo Bango' Hollywood, April 20. Henry Ford has bought Charles Kenyon's play, 'Bi Bango,' for radio use.
Comedy was written during the World War for doughboy amusement.

Hazel Glenn Johns Lysol Hazel Glenn has Joined the Lysol program as soloist. Dr. Allan Dafoe conti as the Canadi cut-in headliner and Buck McPhail's nurs-erty orchestra rides on. Lennen & Mitchell.

Groucho, Chico Marx Accused on Fed Charge They Filched Script

Groucho and Chico Marx, facing Federal grand jury indictments because of alleged copyright violation

are expected to enter pleas this week. The charge is a misdemeanor. Complaint was brought by Carroll and Garrett Graham, screen writers, who charge the Marx brothers used their script, 'The Hollywood Adven-tures of Mr. Dibble and Mr. Dabble,' over KHJ last September Grahams

Legal question of whether trade name of a theatrical group is a property value has been raised in an action against Charles Day, bankrupt. Attorney Reuben Caidin, acting for Martin Goldman, trustee in bankruptcy for Day, asserts that The Eaton Boys is a property and that Day is the owner and therefore the Eaton Boys, as such, can be assigned to the trustee in bankruptcy as an asset of Day's.

United 'States Circuit Court-of-Appeals indicated Monday (19) it would allow an appeal to be made from a decision of the lower court which took the position that 'Eaton Boys' was merely descriptive and not property. Three-judge appeals court is receptive to 'having the 'novel and new point of law' adjudicated. If the matter is eventually decided it will affect the legal status of other radio groups such as the Revellers, the Charlotters, Seven G's, etc.

Revelers, the Charloteers, Seven Ge, etc.

Cited to the court by Caldin were several cases involving property rights in billing, 'Aunt Jemima' (Tess Gardell) action against General Foods hinged on a similar question, NBC action setting up the contention that a 'property right independent of the services' of Graham McNamee had become vested in the network was also cited as were cases involving The Street Singer' (Arthur Tracy) and the title 'Ziegfeld Follies' for which Billie Burke paid \$5,000, through the Surrogate, to the estate of her late producer-husband.

JOE E. BROWN AS RADIO SPORTCASTER IN CHI

Chicago, April 20.
WIND will use name guests along with its regular announcers on the baseball series for Post Toasties (General Foods), with the arrangement being similar to the one which will prevail on WJJD, while airing the games this season in behalf of Kellogg's. Ed Waish and Hack Wilson are each set to do a week for the Toasties account, as sidelticks to Russ Hodges, staff gamecaster. In the case of the WIND baseballing, Joe E. Brown has been booked to share the mike for a week, starting today (20). Brown flew in from the Coast where he did a broadcast for the Lux theatre the night before (19).

WHN, WMCA Ex-N.A.B.

WHN, New York, hes resigned its membership in the National Arciation of Broadcasters. It maks the second of the leading New York indies which has quit the assocition the other being WMCA. Herbert Pettey, WHN v.p., id the move had been made for omy re

Shep Traube to L. A.

Shep Traube has quit as p.a. for Air Features, Inc., producing outfit for Blackett-Sample-Hummert shows in N. Y., to go to the Coast as story sampler for Republic Picts. Went out

Lugs Waxing East

Ligs Waxing East.

Hollywood, April 20.
Don Becker of Transamerican, goes east this week with transcriptions of the first and 10th episodes of "The Uncrowned King," a serialization of. the swashbuckling, Lawrence of Arabia, Llonel Atwell has the title role supported by Llonel Belmore, Gayne Whitman, Walter Maher, Walter Schelber, Howel Constitution of the control claim they copyrighted the script in April, 1934, and had conferred with the comedians about it on several cocasions.

Charges followed civil suit the Markes demanding \$28,000 damages.
Trial of this suit is set for April 27. In answering the suit, the Markes contended that the script had been written by Al Boasberg in collaboration with the Grahams, and that-they had his permission to use it.

Publisher Slaps Back at NBC; \$25 to Play Restricted Tune

NBC last week showed a disposi-tion to amend its rule against the use of restricted numbers on sus-taining and remote control programs after the Jack Robbins publishing combine (MCM) had retailated with

after the Jack Robbins publishing combine (MGM) had retailated with a demand that the network' pay for restricted composition which a commercial wanted to air. Score involved, was 'Comic Strip' and the program Coronet Magazine's, broadcast over the blue (WJZ) limit. Friday ights, Jack Bregman, the Robbins group's general manager, saked for a fee of \$25, and got it.

Bregman had figured on resorting to a 'trump card of this sorrover, ince he was informed that the ban on, restricted works included standard numbers and legit production scores. Following the Comic Strip' incident it was learned from NBC that the restricted number rule would be readjusted to meet what was termed as 'equitable requirements' and to avoid-doing-iajux, to publishers' interests. John Royal, NBC program chief, declared that the network would use its own judgment on the crediting of show and standard tunes and 'see that they got the right kind of treatment.' He said that he was mainly interested in protecting radio from abuse by song pluggers and music publishers.

Retallation

Bregman, hyose authority includes

Retaliation

Retallation

Bregman, whose authority includes the Robbins Music Corp., the Miller Music Co. and Leo Feist, Inc., declared that while a goodly portion of these firms' works did not come within the purview of the rights granted by ASCAP to licensees he had always been inclined to allow free use of them. Now that the network said Bregman seeks to hamner! free use of them. Now that the network, said Bregman, seeks to hamper bis concerns there is no reason why they should be of service or make available the type of material for which no performances are asked but which greatly enrich the musical value of a fregman. Publishers, explained Bregman, have invested hundreds of thousands of dollars in is class of standard and symphonic material, ith the idea only of giving prestige to their catalogs and providing a loss leader which might help in getting them a plug for current releases.

in getting them a plug for current releases.

Publishers, Bregman asserted, have as legitimate business foundations as the networks and the fact that NBC doesn't like the way plugs are obtained offers no justification for pushing the publishers around. Bregman stated that until Royal relents in his stand and agrees to meet with five or six representative publishers for a general iring of grievances the Robbins group will insist upon exira payment for the use of certain standard and show works. Composers whose manuscripts this policy will include are Ferde Grofe, Rube Bloom, Eastwood Lane, Dominico Savino, Hugo Frey, Peter DeRose, Dana Suesse, Lou Alter and Lee ims.

ins.

Bregman added that he is not insisting that NBC sustainers mention the source of Robbins-owned restricted tames but that he does feel justified in asking that the titles of the songs themselves be broadcast.

Waring Appeal Up

iladelphia, April 20.

ifadelphia, April 20.
Appeal from Fred Waring injunction to prevent WDAS from playing his records will be argued before Pennsylvania Supreme Court, sitting in City Hall, Philly, tomorrow (Fight is actually being made by National Association of Broadcasters, using WDAS as test because Waring wDAS as test because Waring requested injunction against this outlet. N. A. represented by William A. Schnader, former attorney general. Speiser ind Scied doing mouthpilian and Wari

Mrs. Powers Bosses KOL

Seattle, April 20.

Mrs. Mar uerite Powers, who has cen in the continuity department of OL. sattle, has been advanced to

Came here from KYRO, Aberdeen and other Washington stations, roduced and wrote.

Mason's Job at Aver

Graham Mason has become time buyer for the Philadelphia office of N. W. Ayer. J's predecessor, Mason McQuire, is now an exec on the Kellogg ac-

Jingles Too Literary

Columbus, April 20.
ingle contest conducted by
razy Water Crystals on Georgia Crackers show over WHKC
and the new Buckeye nebwork
has been discontinued, In spite
f daily cash prizes, stunt was

Same program, however, drew more than 3,500 letters in one week in answer to offer of free icture of the cast.

Conclusion drawn by network officials it that listeners who buy roduct know what a pic-ture , but jingle had em stumped.

New Fame Perks

Old Recordings of Burns. Others

Re-recording and rearrangement of a number of old ether discs by Radio Transcription Co. of America here has resulted in a series of 26 platters of 15-minute periods each using names now prominent in radio biz. Under the tag of 'Hollywood Spotlight,' waxings include Bob Burns, Don Wilson, Radio Rogues,

Bourns, Don Wilson, Radio Rogues, Phil Harris and orchestra. These are remakes of an old series which were recorded several years before Burns had clicked in radio and pix, and before Wilson and Harris had become associated with the Jack Benny show.

Gedge Dies at 53

Detroit, April 20.

W. Wright Gedge, 253, general manager of WMBC here and a director of National Assn. of Broad-casters, died at his home Thursday (15) of pneumonia following a week's illness. Funeral services were held here Saturday (17), with burial in Cincinnati Monday (18)).

Gedge became manager in 1928.

Gedge became manager in 1929. Sponsor of Jerry Buckley, station's commentator who was murdered in 1930, Gedge took on Buckley's work nentator who was murdered in Gedge took on Buckley's work latter's death and continued

after 'latter's death and continued until about a year ago. Born in Covington, Ky., in 1883, Gedge is survived by his widow Edith Walker King Gedge; two sons W. Wright, Jr., and Charles, and a daughter, Adelaide.

Don Gilman to N. Y.

San Francisco, April 20.

Problem of National Broadcasting Company expansion in Hollywood will be thrashed out with Prexy Lenox R. Lohr and other network exces in New York City when Don E. Gilman, vice-prexy in charge of the Western divisi goes East this week.

ilman leaves Wednesday (21) and is expected to be away several

SEATTLE AGENCY EXPANDS

Mullins Joins Izzard—Town's First Client Room

Seattle's first remote audition room set at Izzard Co. This agency will hook in to the major studios of the city, and elients will be handled direct without a visit to the stations

as in the past.
'Moon' Mullins, formerly head of Sage & Mullins, another local agency specializing in radio accounts, has closed his office and joins Izzard as an officer, with his staff in charge of radio. With this, expansion agency has also moved to larger quarters.

RADIO EDITORS **PROMOTION BIG BUST**

Hollywood, April 20.

Los Angeles radio editors promoted Kilocycle Toppers, show as benefit show Saturday ight in Shrine auditorium. Coi was to have been pooled to finance. N. Y. trip of four editors and their baby star selection, Maurine O'Connor. Boys ran up nut of \$4,000 and finished \$300 in red. So trip has been called off.

Editors made mistake of letting CBS run show, causing others to lay off. Boys-loaded their columns with come-on but dialers refused to nibble.

N. Y. SALES PROMOTERS HOLDING FIRST MEETING

Sales promotionalists employed by New York radio stations and net-works are, scheduled to meet at luncheon today (Wed.) at the Hotel Victori . It's something that may evolve into a bi-weekly luncheon

group.
Initiative in bringing the idea thinker-uppers into one hall at one time came from Ted Oberfelder, of Hearst. Among those expected are Jimmy James, Vic Ratner, Lester Gottlieb, Bob Schmidt, Joe Creamer, Al Rose, Herb Petty, Sid Schwartz and Leon Goldstien.

N. Y. has the only numerical con centration of radio sales promotion kiddies in the country

Japan Budget \$10,000,000

Tokyo, April 5.
irectors of Japan Broadcasting
Corp. yesterday (26) voted a budget
of \$10,000,000, to be spent in next
three years on improvement a suggest three years on improvement of equipment and for additional stations. Plan is to have a station of some sort in each of the 43 prefectures, by 1940, presumably to handle the Olympies.

Fortion of funds will also be used for extending Television experiments.

Gracie Fields Had a Cold

Gracie English comedi-enne, off last week's Hollywood Ho-tel due to a cold. Skedded with Bernie and Winchell this Friday (23).

Trumpet Players Get Billing

Policy of Personal Mention for Individual Musicians Widespread

Bogus 'Mr. Sarnoff'

For some months the lads on the night news and press desks at NBC have been ultra nice to Mr. Sarnoff, who has been making phone calls inquiring sports results. NBC boys bent over backward pleasing until last week when it was discovered Mr. Sarnoff wasn't David Sarnoff. For some months the lads on

Sarnoff.
Habitually, if info phoner wanted wasn't available, NBC night crew would call back after breaking into sweats digging up the dope wanted. The number at which 'Mr. Sarnoff could be reached was far out on Long Island. Then someone discovered that 'the' Mr. Sarnoff was livi in town.

Stalled Since Nov. **Bob Berger Looks Due for More**

Washington, April 20. Although he has powerful political backing, Bob Berger is encountering obstacles in campaign for the secre taryship of the Federal Communica-tions Commission. Stalling act has continued since last November, and end is not yet in sight.

Opposition comes from F. C. members of both parties, who is-like the idea of taking a Democratic National Committee worker for executive officer at a time when so much fire is being directed at the Commish on grounds of political abuses. Berger foes point out that employment of Herb Pettey, who held corresponding Democratic job before joining the old Radio Com-mission in 1933, proved embarrassing and supplied Republicans with con-siderable oratorical ammunition. ecutive officer at a time when

and supplied Republicans with considerable oratorical ammunition.

Attempt to silence balkers is being made by Berger's pals, who are understood to have pressured Chairman Anning S. Prall into supporting him. Originally Prall tried to get political clearance papers for another candidate, but could not convince Postmaster General Farley, chairman of Democratic committee, to bless a rival. Since then Prall has private-ly urged other Commissioners to vote for Berger, although at one time he sounded out colleagues regarding promotion of Acting Secretary John Reynolds. Latter is not interested in permanent advancement unless the former civil service protection for the job is restored.

Effort made recently to bring the proposition to a vote, but, with both Democrats and Republicans looking askance. Prall dropped the subject. Looks like the stall will continue until Congress goes home, although Bergerites are still trying to force an immediate showdown.

Giving of program illing to free-lance musicians (not leaders) in dance combinations has become a common practice with network com-mercials. Leaders and ad agencies have found that the credit angle helps keep these instrumental spe-cialists from taking assignments on competitive programs. With their services in great demand, some of the freelancers are also in a position to demand this billing and get it. It has been only recently that.

to demand this billing and get it.

It has been only recently that agencies and sponsors have beco: aware of these individual musiciers to the point where they were considered worthy of special billing. Hardly any commercial network schedule is run off these ights, without several of them according mention to one or more freelance musicians in the band. Most these men are paid well above thunion scale, with some of them even collecting substantial bonuses, but the major compensation is the bairnit can give those who have have had ambitions to be maestros in their own right.

had ambitions to be maestros in their own right.

Among those given frequent mention on the air through commercial program connections are Charles Magante, accordionist; Louis Raderman, violinist; Casper Reardon, harpist; Adrian Rollini, vibraphonist, and such trumpet players as Manny Klein, Charles Margulies and Sylvester Ahola. Last three have had special spot set aside for them on onight's (Wednesday) Fred Allen-Bristol-Myers show.

WILL OSBORNE DISCS FOR JEAN GROMBACH ACCT.

Will Osborne orc will cut 13 e. t.'
with option for 26 more, of 15 mi
duration for Fashion First, Inc.
Sponsor will spot the discs on flock of as yet unselected statio the country, starting date to be late

Jean Grombach will produce; Frank Cooper set the Osborne crew.

Visiting

In New York Dema Harshburger,

Dema Harshburger,
Angeles,
Jack Votion, NBC, Los Angeles,
Nat Vincent, KSO, Los Angeles,
Crant Merrill, KOMO, Seattle,
Nate Colwell, McGillvra, Toronto,
Tom Gooch, KRLD, Dallas,
William Gillespie, KTUL, Tulsa,
C. C. Council, WDMC, Durham, N. C.
John Blair, Chicago,
L. B. Wilson, WCKY, Cincy,
G. C. Willings, WCOA, Texacola,
Fla.

Fla.
P. L. Jackson, KOIN,
Ore.
D. terling, KOIN,

D. terming, S. Ore.
S. R. Winch, KOIN, Portland, Ore.
O. L. Tipe, KOIN, Portland, Ore.
Fred A. Glover, WHEC, Rochester, N. Y.
Puing KWKH.

port.

Miller, WSBT, South Bend,

David E. Smiley, WDAE, Tampa, Henry F. Blake, WIBW, Topeka,

Kan.
Marco Morrow, WIBW,

Marco Morrow, WIBW,
Kan.
W. E. Macfarlane, WGN,
E. M. Antrim, WGN, Chicago:
Marcellus M. Murdock, KFM,
Wichita, Kan.
H. K. Gaylord, KVOR, Colorado

Springs. KVOR: Springs

John Cowles, KRNT, Des Moi Gardner Cowles, KRNT,

Edgar Wolfe, WBNS, Columbus, John S. McCarren, WHK, Cleve-

nd.
Paul Bellamy, WHK, Cleveland.
W, G. Borpe, WHK, Cleveland.
J. A. Van Buren, WHK, Cleveland.
Frank E. Tripp, WESG, Elmira.

ville.

John H. Kennedy, WCHS, Charleston, W. Va.

Substitution of Documents at F. C.C. Gets Attention From Examiner Hill

Washington, icial light on the sensati incident which insolved papers in official government records, Examiner George H. Hill registered opposition to the application of Richard M. Accordi and M. Castro, Johnson City, Penn. Accordi and M. Castro, Johnson City, Penn. It is originally proprietor of a 1,200 kc. local transmitter, Castro, originally proprietor of a radio repair service, has been connected in the several stations, including WCHS, Charleston, W. Making no verterence to the fact that the F.C.C. rebuked Castro's counsel, George H. Smith, or that a committee currently is probing the situation, the examiner related in detail the wrangling over certain depositions offered to support the from the originals. Brady was filterent from the originals. Brady was filterent into the substitution of carbon copies for the nation of the contested than 50 pages of the official records apparently contained material apparently cont

FIGHT PAYNE WATTAGE TA

Union Confabs Continue at CBS

Announcers-Asst. Directors Guild Committee Has Held Series of Huddles with Mgt.

Negotiations continue at CBS in New York between the three-man committee representing the nouncers and assistant directors and a three-man committee (Runyan, Lowman, Coulter) representing the management. Next meeti scheduled for Wednesday (today). NBC contemporaries are letting the CBS incident resolve itself before taking any action.

Rumor persists that one CBS executive is largely blamed for the sentment-that-had-much-to-do-with the unionization movement. Roy S.

utive is largely blamed for the sentment-that-had-much-to-do-with. The unionization movement. Roy S. Langham, spokesman for the union, deprecates this suggestion, however. As regards the CBS management attitude, which was adopted before the Wagner labor relations decision, Langham says that it has been all that his group could ask. CBS seems, in fact, anxious to get the matter disposed of snappily.

One of the three negotiatoers, ill Perry (Perry King), has been signed for a special job of covering the eclipse in Peru and has been replaced by Kenneth Roberts. Karl Schullinger, and Langham are other two.

Organization is limited to an-nouncers and assistant directors. Full nouncers and assistant directors. Full directors are not included. No outside organizer is associated with the movement. Future union affiliations not decided. Equity has not been mentioned as this does not concern

actors.

Money and hours concern the unionists. Staggered time schedules would be automatically corrected from the abuse standpoint by the 40-hour week.

CINCY-MANHATTAN LINE **NOW IN OPERATION**

Cincinnati, April 20.

Technical details for the new
WLW Line, connecting Crosleys'
500,000 watter here with KQV, Pittsburgh; WPIL, Philadelphi, and
WHN, New York, and which had its
service baptism Sunday (18), were
ironed out in a huddle of representatives of the stations at this end
Thursday (15)
Prowywowers were Harb, Betty sales
Prowywowers were Harb, Betty sales

Rhursday (15).
Powwowers were Herb Petty, sales
manager of WHN; chief engineer
Nygren of WFIL, and J. J. Laux and
Walter McCoy, of KQV, with Willam S. Hedges, general manager,
J. Butler, control supervisor;
Charles J. Smith, commercial manager,
Frank M. Smith, commercial manager, and Bob Kennett, program
manager, of WLW.

aget, and bob Kennett, program manager, of WLW.

For the initial week WLW is feeding 15-minute and half-hour sustainers that will fill an average of six hours daily from forenoon to midight.

res that will fill an average of motivate daily from forenoon to midight.

First program originating at WHN, and the only one on the line from that station on opening day, was the Ave Maria stanza from 5:30 to 6 p.m. Introductory WLW feed was the juve program, 'Once Upon a Time,' for a quarter hour at 9 a. m. About half of the programs hitting the line from the Crosley studios are off of WSAI, baby brother of WLW.

iladelphi April 20.
WFIL plugged for its first ransamerican program Sunday ight. Moon River. Exces were pleas with stuff, but somewhat sur rised at sign-off to find Transamerk tag dropped entirely and in its stead:
This program has come you from WLW, incinnati, over the YLW li

Carroll King Sick
Atlanta, April 20.
Laid low by illness after being on job little more than a week, Carroll E. King resigned as manager of WRBL, Columbus, Ga., Returned to his home in Memphis, Tena.

WPA Gets Sponsor

Miami, April 20.

Miami unit of the Federal
Theatre Project, which has
been supplying a cast for amystery serial on WQAM, has
attracted a sponsor for its pro-

Manhattan

CHICAGO NBC **BUILDS BIG**

Chicago, April 20.

Local offices of NBC are making a determined effort to build a number of outstanding sustai ing shows at this time, with a view of exploiting them for fall sponsorship. Three have just been inaugurated. Chicago Symphonic Hour, Piccadilly Music Hall, and daily-Afternoon, Matinee. Fourth, a minstrel show will be added April 28.

Shows have a definite trend to variety, with both Piccadilly Music Hall, and deally-Afternoon Matinees, also a 30-minute spot, purely variety. Minstrel show is to be along similar lines to the old WENR minstrels, with Gene Arnold retained as interlocutor, and more music than on the old show.

Chicago Symphonic Hour is the only exception to the music-comedy type, but in view of the present demand for symphony the network folls that it is wise in setting one up, even though the expense of carrying it through the spring and summer will be more than that of an ordinary sustai

rying it through the spring and summer will be more than that of an ordinary sustai

\$7,000,000 LOAD ON BROADCASTING

Emphasize Unfairness of Annual Tax with Six Months' License Period - Many Other Factors

PUBLISHERS' EDGE

Washington, April 20.
Uniform and vigorous industry opposition to the variable wattage tax,
proposal of Communications Commissioner George Henry Payne broke
out last week following introduction
of the bill which would levy an annual charge of \$7,000,000 on broadcasting hus! Revenue measure

nual charge of \$7,000,000 on broad casting busi Revenue measure concerted resistance as discriminatory and excessive. Radioities are unanimous in denouncing proposal, which was formally laid before Congress Thursday (15) by Rep. John J. Boylan of New York and referred pronto to the Ways and Means Committee. While no public statements were forthcoming, attorneys for individual stations, and network representatives were quick to declare privately that they will fight to the end against such a tariff as the Boylan bill suggests.

gests.
ill appeared for hard sledding in Congress, ith Chairman Robert L. Doughton of the Ways and ding in Congress, the Congress Robert L. Doughton of the Ways and Means group showing little enthusiasm for the measure. Declaring he had not found time to study Boylan's proposition. Doughton said he was uncertain whether hearings will be held this session and indicated he will wait for White House instructions.

tions.

Further opposition comes from Rep. William P. Connery, who has been leading the crusade for an investigation of radio industry. With his probe resolution still slumbering

(Continued on page 34)

Broadcasters Piqued by Stooge Status In Joint Committee, Their Own Idea

Home Office Reaction

roposed tax on radio stations, as advocated by Federal Communications Commissioner Payne and introduced by Congressman J. J. Boylan, drew a mixed reaction from among New York broadcasters. Small station operators saw some sort of tax as inevitable. Network attaches pointed out that the tax for the high-powered outlets were far-fetched and would prove incountable.

and would prove inequitable for a goodly percentage of the for a goodly percentage of the 50,000-waters, Those in the deep south, for example, couldn't stand anything near proposed pinch. Case in point cited was WOAI, San Antonlo, which showed a profit of \$112,000 for last year, and before taxes.

000 for last year, and before taxes.

Generally agreed was that the tax idea would cause much hesitation among those seeking or thinking about going to 500,000 watts. Tap, as suggested, would this class be \$3 a watt.

EDDY TO M. C. SHOW FOR 5G'S

Hollywood, April 20 Nelson Eddy has been signed by J. Walter Thompson to emcee an Standard Brands to

originate here. Deal is for 26 weeks, with options. Eddy draws \$5,000 a week for the spot.

Program will of variety pat-tern, with film guesters, and bows Aug. 8.

ications are that NBC and Columbia will, despite their affiliation with the Joint Committee on Radio Research, throw their resources together undertaking an independent survey of rural coverage and if ing habits. It will be the first co-operati venture of the sort since 1934 when the two networks attempted to compute the number of radi homes in the United States.

One connection that this joint survey will have with the Joint Committee is that the surveyors will use a questionnaire developed by the a questionnaire developed by the aquestionnaire developed by the solution of CBS had been looking to the Joint Committee to launch intensive rural probe, after ue sampling and testing, but intra politics has caused the networks to Jose all patience and decide to strike out on their own.

Recent incidents have led observers to the belief that the Joint Committee project is verging toward a blow-up and that the exit of the Nati Association of Broadcasters from the research setup will be made

Nati Association of Broadcasters from the research setup will be made one of the topics of discussion at the June convention of the National sociation of Broadcasters in

June convention of the National scociation of Broadcasters—in cago.

Stooging

NAB delegation on the Joint Committee, namely, James W. Buldwi Joseph O. Maland and Arthur Church, have for some time been roiling over the fact that the agency and advertiser factions on the committee, aided and abetted by the network reps. had taken command of the project's operations and had begun to treat this selfsame trio as so many stooges. What has intensified the resentment is the realization that it was the NAB which had thought up the idea of the Joint Committee and had invited the American Association of Advertising Agencies and the Association of National Advertisers to participate.

This No. B threesome has assumed the attitude that, if the networks favor agency-advertiser domination of the Joint Committee and are willing to let these groups dictate the course of the bureaut's efforts, then the networks alone will have to gon financing the bureau. NAB to dithe has not contributed anything to the int Committee's operations. John Benson, Four A's prez. has adamantly held that any contributions from the NAB would have to come without any strings attached to them. Those now in turn, clung fag to the position that before any moncy was supplied by the NAB the Joint Committee would have to sho a disposition to heed the NAB's suggestions. disposition to heed the NAB's

a disposition to heed the NAB's suggestions.
Rather than permit itself to become styrnied by this stalemate NBC and GBS have decided to proceed with their jointly financed rural Question to be deci between them is what organization ill do the probing. Columbia favors the Dr. Daniel Starch outfit while NBC would like to see Anderson-Nichols assigned to the job. Chances that the compromise will be some organization other than these two-

ADMAN. NOT SPONSOR. RANKED EMPLOYER

Sacramento, April 20.

Unemployment Reserves ission ruled last week that musicians and other artists and employers of them must contribute to the state unemployment insurance fund unless an independent contract or relationshi is shown. In determing the policy, the commish held at generally persons engaged by onsors of radio programs are not employees of sponsors. It held that under most circumstr withose persons are employers of ad agencies. Radio broadcusting companies are employers of persons engaged by them to render services upon radio programs, the commish rules. Sacramento, April 20.

WFBR

BALTIMORE RADIO SHOW INC. 7. ST. PAUL ST. . BALTIMORE, MARYLAND

One Reason W

VARIETY 154 West 46th Street New York City

Gentlemen:

Allow me to congratulate you on the Ross-Federal survey of Baltimore and St. Louis. This is a new type of survey and one that unquestionably will be of interest to everybody in the radio business.

It is just this type of work and content that makes VARIETY the outstanding publication in the radio field. I truly believe that most radio men get more real good out of VARIETY'S radio section than from any other source.

> Jurnelly yours, Purnell H. Gould

Commercial Manager

PHC . A

Tops, or Something, in Stunt Airings Is Ringside Interview with Insects

By MAXWELL FOX

By MAXWELL FOX
Boston, April 20.
New Boston version of the British
Are Coming' took the form of a special stunt broadcast over Jack Shepard's Colonial web last week. The
British that were coming in this case
were British fless, prospective members of a carnival sidehwe inwardbound aboard the S. American
Banker.

bound aboard the S. American Banker.
WAAB's Roland Winters went down the bay with full equipment to radio-describe the British fleas in the strips; bounge amidst the bar flies (various nationalities) and found the trainer, had, a charming British accent, it was all good clean New England fun. The fleas were very obliging but their travelling companions. a troupe of singing ants, were indisposed. Victims, it was said, of sea sickness and press agent hyperbole.
This is Victor, said the trainer of

one flea:

"Is he an Englishman?"
Oh, quite. From Yorkshire.'
Another flea was said to have.
Chinese blood. All were emigrating to Nashua, N. H.
This crazy interlude on the Coloial stations consumed 15 minutes and was Shepard's effort to top NBC and various local stations' space grabs achieved, recently, via singing mouse stuff—a piquancy that has seized the imagination of radio in the last few weeks.

Winters displayed much poise in rising to the social requirements.

EDGAR A. GUEST
With Frankle Masters Orchestra
Music, Talk, Dramatization
39 Mins.
HOUSEHOLD FINANCE
Mon., 7:38 p.m., CST
WLS-NBC, Chicago

mon, 7:39 p.m., CST
WLS-NEC, Chicage
(B. B. D. & Q.)

New Household Finance program
still retains Edgar A. Guest and his
distinctly man-of-the-people voice
and style as its hub, but the remainder has undergone considerablerevamping. Plan now is, in line with
the title of the show, to present
both in interview and in dramatization, people who have accomplished
the seemingly impossible.
In the latter, the producers are
seemingly impossible.
In the latter, the producers are
way of human intendable in the
intended of the seemingly impossible.
In the latter, the producers are
incompleted in the seemingly impossible
way of human intendable in the
way of human intendable in the
ines. Plenty of material from which
to draw, and success, particularly at
odd occupations, and obtained by
overcoming obstacles, is undoubted.
It is a supposed to the stanza caught,
Daisy Miller, founder and president
of the shimal Protective League,
was possible to the stanza caught,
Daisy Miller, founder and president
of the shimal protective league,
was planted to the success-story
guests per program.
Frankie Masters' name means
somgthing around Middle West. Program fails to use orchestra much as
show stands now. Arrangements and
selections heard were tip top and
showed careful preparation, and
proper to the show, works as
usual, carrying the main load of the
program, and the load isn't too big
for him. Few can equal him with
the homey philosophy or the pleasant friendliness which he radiates.

MRS. G. W. BALLARD

MRS. G. W. BALLARD Religious Taik 15 Mins.—Local 15 Mins.—Local Daily; 8:15 p.m. WMCA, New Yor

WMCA, New Yor

Mrs. Ballard came east from Los
Angeles, that crazy quilt of religious
sects, to 'uplif the Big Burg with
some, of her especial spiritual-ideology. Start on WMCA was delayed
several day; before station would olithe continuity she proposed. Matter
was finally adjusted. were jumbled
and containing and her gatting-gun
style of pauseless camp meetin delivery further hindered.

It's a commercial program.

FROTHY FROLICS'
Transcriptions
15 Mins.
DOELGER BEER .-W.-F., 6:30 p.m. HN, New York

WHN, New York
Peter Doelger rewing Co. is
bankrolling this series to bally new
container (which it calls 'steinie')
for its suds. Waxed dansapation is
by the 'Frothy Frolickers' band,
whatever that is (if it's actually any
one outfit).
Music is okay for breezy kilocycle
fare for this time of day. But three
long commercials in 15 minutes are
overboard.

Hobe.

H.:LEN MENKEN With Joe Curtin, Jay Joyston, Jimmy Donnelly, Janet Gilbert 'Sacond Husband' Dramatic Serial BAYER ASPIRIN Wednesday, 8:30
WJZ-NBC, New York
(Blackett-Sample-Hummert)

Thi is juice from sugar beets. Sticky with sentimentality. Hokum with caps. But rather neatly poured over the kilocycles by a smooth cast headed by Helen Menken. It's not for the men folks. But the gals may listen in sufficient numbers to make it worthwhile means of make it worthwhile means of remi ing a lot of customers that when they buy aspirin they must specify Bayer's or suffer the con-

specify Bayer's or suffer the consequences.

A widow has two kids and a herd of trouble. Her rent is unoaid, her dress shop a flop. Then along comes the rich guy. He is also a spouter of romantic dialog. Marriage would not be unpalatable to the widow.

Joe Coltan bears the plot of the control of the control of the property of the control of the cont

JUAN DABIENZO TYPICA BAND Music RCA Sunday, 2 p.m. WJZ, New York

Sunday, 2 p.m.

WIZ, New York

Picked up by short wave from
Buenos Aires, Juan Darienzo crew
played two South American tangos
on last Sunday's (11) Magic Key
program over NBC Blue. Music is
like rhumba bands in this country,
only more so. Makes even the best
of coal castanet orks sound like
the sound of the sound like
This Argentine outfit dishes out
rhumbas with strongly accentuated
beat and rare precision. Apparently
all strings and percussion instruments, fiddles getting in demon stuff
in the second number. Not suitable
for dancers in this
country, but
thing for
Gauchos.

THOMAS CONRAD SAWYER

THOMAS CONRAD SAWYER
Commentator
15 Mins.—Local
MANHAITAN SOAP CO.
Friday, 11:30 a.m.
KFI, Los Angeles
(Milton Weinberg)
Strictly for the femmes and well
paced. Sawyer has a neat delivery
and never rises above a softly modulated voice. In the quarter hour he
finds plenty of time to touch on
topical events, but never loses sight
of the woman's angle.
The woman's angle, the war scare.
Max Baer's London fight, the escort
biz, debutante trainers, the Duke of
Windsor's forthcoming nuptials, the
nine old men of Washington and
Aimee Semple McPherson, whom he
characterized as the lady who chases
everyone off the front pages.
On the commercials is Ruth Jordan, who has a nice selling quality
to her voice and never pushes the
top of the type of program it
would be hard to improve on these
two.

Helm,

ENCHAED BENNETT

The Volunteer

BOYAL GELATINE

Thursday, 8 p. m.

WEAF, New York

(J. Walter Thompson)

Back from South America, where he recuped from the breakdown that necessitated his dropping out of legit 'Winterset' last season, Richard Bennett marched up to a mike for first time, occupying a guest niche on the Valkee variety hour.

The Wolfer was the season of the season

ness through the major portion of playlet.

Bennett had a quiet role, which he did all right; had no opportunity to display a definite air personality voice registers well. Rest of small cast, unbilled, o.k.. Staging and ef-

fects nifty.

'Volunteer' written by Ed Canton and Stanford Barnett.

Bert.

MANNATTAN MOTHER
With Louise Fitch, Kaye rinker, Ken Giriffin, Dan Sutter, Marie Nelson, Conatance Crowder
Script Serial
15 Mina.—Local
Seutaining
M.—6-F.; 16:45 p.m.
WBBM, Chicago
Dy short, lactored steps radio
By short, lactored steps radio
Dy sh

DICK STABILE'S ORCH 30 Mins.—Local Sustaining Daily Aft, and Eve. WCAE, Pittsburgh

JOAN EDWARDS
Piano, Singing
6 Mins.

EOYAM: 8 p. m.

WEAF, New York

WEAF, New York

Miss Edwards, niece of Gus and daughter of Ben Edwards, of Miller

Music, Inc., is a piper who works to own pianology, sometimes under the label of Joanna Joyce. (It would be well to settle on a monicker.)

Her style reminiscent of Ramona, though not traced out along same plane. However, the analogy is need to be a second of the style of Joanna Joyce. (It would be well to settle on a monicker.)

Her style reminiscent of Ramona, though not traced out along same plane. However, the analogy is need to be a second of the style of the well of Joanna Joyce. (It would be the label of Joanna Joyce, (It

A Fearful Fuss

American fight fans in general must have derived much diversion from the description given the Max Baer-Tommy Farr fight by British roadcasting Co. announcers last Thursday (15). Oxford accent and diction attended the blow-by-blow chatter and the between-rounds comment. Ring reporting was defective in practically all aspects. Announcer told of blows being struck, but where they landed was mystery most of the time. Both blow-caller and commentator kept referri to fighters' magnificent and beautiful physiques' also such

fowering tributes as 'handsome looking man,' most lovely hips' and 'very, very powerful blow.' Followi are more of the

'Baer's looking very savage; e doesn't appear to be at all

Farr has struck Baer on the nose, and I must say that Baer has had a load of mischief on

Farr has just hit him with a right bungeful of energy. One can guess that this Baer at his best must have been a formidable fellow.

formidable fellow."
There isn't much fury venom about his attack.
Baer has been struck on the jaw. A few more blows like that and Farr will jerk off his head, if he isn't careful.'

Wattage Tax

(Continued from page 33) (Continued from page 33)
in the House Rules Commi Connery declared the question of taxing broadcasters should be studied thoroughly in connection with the whole subject of regulation.

Reasonable Fee

While network execs here waited for home offices to formulate policy before issuing any comments, most industry spokesmen were agreed broadcasters would not object to a 'reasonable' license fee under certain circumstances. If the issue ever reaches the hearing stage; a variety of alternative proposals will be submitted by the webs and independents. Character of the industry argument against the Payme-Boylan scheme became apparent quickly. With the discrimination point as the foundation, radio reps will buttress their case with the following contentions:

(1) Annual taxes are unfair as long as the industry operates undersix-month licenses and with no more security than at present.

(2) Levy would bring in three or four times the amount necessary to administer the Communications Act and police the-ether, hence is unduly burdensome.

(3) With legislators criticizing the

administer the Communications Act and police the ether, hence is unduly burdensome.

(3) With legislators criticizing the volume of commercial programs, it will be manifestly impossible to restrict the amount of advertising and at the same time kick in nearly \$7,000,000 to the government.

(4) Such a stiff tax would place a severe handicap on broadcasting and amount to unfair advantages for competitive advertising media.

(3) Scale is contrary to all present revenue policies, inasmuch as the higher rates on high power stations place an unequal burden on members of the industry. This unfair discrimination between locals, ionals, and clear-channel transmitters is unjustifiable, while the inequality isfurther emphasized by failure to consider economic factors which have a direct bearing on the financies of individual stations.

Publishers Edge elaborating these phascs. broadcast people here protest that

cess of individual stations.

Publishers Edge
elaborating these phases,
broadcast people here protest that
radio already is severely handicapped
in competi with newspapers and
magazines, ich not only are free
from government regulation and
more sure of keeping in business,
but also are liberally subsidized in
the form of low postage rates. Radio
will insist that if any charge is to
be levied for the franchise, some
similar action must be taken to remove the advantage which printed
media currently enjoy.

BETTE DAVIS With Humphre With Humphrey Bogart, Eduardo Ciannelli, Jane Bryan, Marked Woman CAMPBELL'S SOUP Friday 3 -Friday, 9 p. m. WABC-CBS, New York

WABC-GBS, New York

(F. Wallis Armstrong)

As radio entertainment, this was powerful and gripping. Story carried punch, which judicious scripting and pressaisse playing underscored. Consider the state of the state

striking bit of casting.

From standpoint of effect on theatre b. o. "Marked Woman" broadcast should offer valuable evidence.

If radio can enhance value of pix to
the exhib at all, this kind of production may be the answer. Adaptation
put over story's dramatic appeal and
inconclusive ending may conceivably
create listener curiosity; thereby
hypoing the b. Hobe.

'SPOTLIGHT'
Wid Sid Goluboll, Jeanne Poli,
Phil Buxbaum, Jr.
30 Mins.—Local
PALTICIPATING Daily, 6 p.m. WELL, New Haven

PATTICIPATING
Daily, 6 p.m.
WELL, New Haven
Nightly news round-up has showmanly presentation. Half hour follows
mentalists covering national and local events women's fare and sports.
Sid. Goluboff, who operates as
collected to the Roving Reporter, requently too glib and opinionative in
his comments, Goluboff seems to
know his town and his townspeople
and has a keen sense of news values.
Also acts as link between several
divisions of program.
Well established as a WELI actress, Jeanne Poli works convincingly as women's editor, chit-chatting
about organization, parties, yital
statistics, et cet.
A better sports student than a
microphonist, Phil Buxbaum. Jr.,
makes the most of a strong the in
his portion with guests. On show
caught (17) Buxbaum brought in
Lou Ambers, lightweight champ, anpearing a couple of nights later i
New Haven. Ambers was a ready i
terviewee, even spilling inside on
bootleg amateur racket and plugging some of the better-known local fighters:
a snouncements are
written into columnist's scribt,
which makes it easier and probably
more effective. Instances are Miss
Poli ballying fur storage and Buxbaum blurbing beer.
Show has a nightly snapper with
the funniest story of the day, generally a news oddity off the ticker.
Folitical angle is intermittently
treated by Michael J. Goode, not
heard at this intervi ing. Elem.

FINN AND HATTIE: With Myrtle Labbitt, Mary Emma McVaugh, Steve Douglas Comedy-Drama Serial 15 Mins.; Local

Comedy-Dyrams occurs
Is Mins; Local
Sustaining
Daily, 2:30 P. M.
CELW, Detroit
Penned by Myrtle Labbitt (who
plays Finn), CKLW's home economcise expert, this new 15-minute serial
concerns two Scandanavian servantgirls, working for the Same macked
by May Emma McVaugh, with announcer, Steve Douglas, handling
the continuity.

Stint, outgrowth of a series of dialect plays given by pair before women's clubs, has good possibilities
but needs doctoring. Story sags in
spots and characters could use more
vivacity.

BUDDY HARRIS ORCHESTRA 30 Mins. Sustaining Saturday, 5:30 p.m. WOR, New York

but also are liberally subsidized in the form of low postage rates. Radio will insist that if any charge is to be levied for the franchise, some similar action must be taken to remove the advantage which printed media currently enjoy.

Coast Lucky Cut-ins Hollywood, April 20.

Jack Runyon of Lord & Thomas agency has set five picture players for cut-ins from here on Lucky Strike Hit Parade.

They, are Cary Grant, Charles Ruggles, William Gargan, Leslie Howard and Ann Sothern.

WOR, New York
Work New York
West York
West York
Mes Ward Spring from woodwinds and danspation by Buddy Harris 16-man crew remoting from Murray's Restaurant, Tuckahoe, N. Y. Mellow cane, mostly from woodwinds and strings, with accordion occasionally prominent. Experience should bring even more style. Arrangement of the prominent description of the prominent description of the prominent and strings with accordion occasionally prominent. Experience should bring even more style. Arrangement of the prominent description of the prominent description of the prominent of the promi

Mr.G.M MOVIE CLUB With Radie Harris, Arthur Byron, Gertrude of Hollywood. Interview, Dramatization 64 Mins. GLOST, RA Friday, 8 p. m. WHN, New York

MBN, New York
(Blackett-Sample Hummert)
Show arrangement is similar to
Campbell's 'Bollywood Hotel,' which
immediately follows it (in time) over
CBS. First half consists of interviews, music, songs, with latter portion devoted chiefly to dramatization
from cutrent or Yorkhcoming film.

from cutrent or Yorshcoming film.
One essential difference between
the two programs, however. Campbell's is major effort built on juicy
bankroll and clearing over nationwide-hookup. This one
local
broadcast, using talent in New York,
operating on comparatively modest
budget.

mountain on comparatively modest budget.

Movi Club varies sharply in quality First part, with Radie Harris interview, as chied, spot, is okay from the comparative for the comparative for the comparation of the comparation of the comparation, and the comparation of the comparation, and showmanship. On program caught (16) guestee was Arthur Byron, legit and film character actor. Interview held attention and contrived to bring out personality of interviewee. Byron makes topnotch guest, to compare the contribution of the comparation of the co

Metro's product.
Metro's forthcoming release, Family Affair, was dramatized by 'Movie Club' cast as second portion of show. Weakness all too obvious following punchy session by Arthur Byron and Miss Harris. What story of 'Family Affair' may really be like is hard to tell by this performance. Doubtful if it could be as 'impossible as it sounded.

sounded.

Lionel Barrymore stars in the pic and the player who took his part in this dramatization attempted an impersonation. Barrymore would squirm. Enter production wasn't much better.

squirm. Enture pro-much better. Gertrude of Hollywood wound up the program with questions and answers patter about film personali-ties. Commercials long and heavy. Hobe.

PHILADELPHIA PARADE PHILADELPHIA PARADE EVENTS' 30 Mins.-local PHILADELPHIA RECORD Eaturday, 8:30 p. m. WIP, Philly.

PRILADELPHIA RECORD

Faturday, 8:38 b. m.

WIP, Philly.

This is straight attempt to carbon March of Time, but dramatizing local events esclusively as a process of the control of the con

BEN KANTER Songs, Humor 15 Mins. Sustaining Sustaining Daily, 2:00 P. M., WJJD, Chicago

FRANCIS CRAIG'S ORCH.
With Billy Scott and Cecil
30 Mins.
Sustaining Monday, 12:30 a. m.
WEAF, New York
Craig's crew (from Nashville) impresses as a good one but would profit with less straight-up-and-down arrangements.
Stock-standard orong the capabilities of the extent some of the capabilities of the extent some of the capabilities of the capabilities of the capabilities of the conscientious crooning style, Balley a tenor and, o. k. Addition of a girl warbler would help.
Orc does, however, sound aces for Nashville, Tenn., where it is ensconced in the Hermitage hotel.
WSM. that town, feeds NBC once weekly.

THE TRADING POST'
With Woody Klose, Spencer
Alex Buchan, Irene Miller
15 Mins.—Local
Sustaining

Make Buchan Trene Miller 15 Mins.
Sustaining M.-W.-F., 239 p.m.
W.W.-W.-F., 239 p.m.
W.W.-F., 239 p.m.
A program unique in this neck of woods not only affords a service to dialers of w.T. W. 239 p.m.
A program to good clean entertainment to bose who are conscious of human nature weakness that the one at hand. The Crading Post offers, 16 devery imaginable chattel without charge and has possi lilities of nicking the classified advertising columns of local rags.

After brief outburst of music program caught opened with anouncement of title and then, Tye got something to sell!. There's something I'd like to busy!, and I'd like to make a trade by three different voices. Listeners are then told that by simply withing an offer the want to dispose of or obtain by any of the above three methods their desires will be put on the air. While identity of writers is not revealed those interested are informed they may obtain that information by communicating with the station.

Letters are read in turn by Kloss. Allen, Buchan and Miller and each tries to crowd the other away with their offers. Fund togging the phonograph of 1918 wintage and 50 records in good condition; another will exchange a porch swing for a fox fur piece and \$5; a Chinese shawl is oftered for a hunting dog, and a plaid sweater suit, size 18, is offered for one of different design and texture and the writer said shed work several half-days as a maid to boot.

TIM and IRENE
With Bunny Berigan Orchestra, Del
Sharbut
38 Mins.
18 Mins.
20 Mins.
Wor. Mutual, New York
(Charles Dallas Reach)
Erstwhile Ryan and Noblette of
vaude are back in radio for a shampoo account that will ride the Mutual stations out of WOR, New York
Subsid of National Oil Products, or
Harrison, N. J., the product hammes
the sales are been been been been been been
lick advertising. Should leave an
impression. It contrasts with the
customary out-claiming the other
fellow's quality and purity, etc., in
that not being able to do a thing
with one's hair is a cliche as old as
being hungry like a horse.
Entertainment comedy, a little
music. The gags are spotty in quality and here and there more silly
than funny. But with some production tightening the set-up ought to
do okay. Tim and Irene are like
able, although finding just the
proper line of the proper line of the state of the
is snappy but commercially. Famed
among the West 42d street (N. Y.)
'cats' as very swingo, he's wisely
modified his stuff for home consumption.

Land.

HARTFORD ON THE AIR With Moshe Paranov's ensemble, Leonard Patricelli's Men of Song, Phil Becker 30 Mins:—Local HARTFORD ELECTRIC LIGHT CO.

AND MIRK-Local
HARRYFORD ELECTRIC LIGHT COSundays 4 p.m.
HARRYFORD ELECTRIC LIGHT COSundays 4 p.m.
Cood will trend of leading industrial, and utility sponsors reflected
in this institutional half-hour dedicated principally to Hartford, Salzburg of Southern New England.
It's class fare all the way, underwriter apparently content to win
appreciation of upper-statum hearers. Moshe Paranov's, string musckers expertly interpret nice selection
of numbers from lighter classics, to
operetta excerpts, and are pleasantly
belanced by Men of Song, directed
by Loonard Patricelli, stand-out
choral general. Instrumentalists and
vocalists get together in effective cli-

WORLD'S HOCKEY CHAMPION SHIP With Steve Douglas, Play-by-play GORDON BAKING CO, Thursday, April 15 CKLW-MBS, Detroit

CKLW-MBS, Detroit
Hookup for plav-by-play description of Detroit Red Wings N. Y.
Rangers traces, deciding winer of
Stanley Curan and the control of the cont

were banned this year due to slump at bo, after several years of okay.

With an \$x,0\$ certain for the final playoff game, arena officials relented to the property of the prop

Program illustrates flexibility of Mutual stations in being able to handle last-minute commercial such as is. Pete.

PAUL DOUGLAS Sports talk 10 Mins, CHESTERFIELD Daily, 6,35 p. m. WABC-CBS, New York

(Newell-Emmett)

(Newell-Emmett)

When he tackles a sports subject he knows, Paul Douglas can bring the kilocycles spieling speed of the part o

his potent adjective-tossing.
Session included interview with
winning pitcher, who got off that
'the back in Squeedunk. Corny bit from
the old hokum bucket and classic for
the occasion, typifying just the kind
of baseballers Ring Lardner used to
describe.

the occasion, or the both seventh of baseballers Ring Lardner used to describe.

Commercial at open and close slammed over neatly by Douglas. Entire show one of best of its kind on the air and should con attention. Opener was aired from Washington, then moves to New York. Later stanzas will touch on various other corts.

FORD BOND Baseball Chatter FORD BOSTA Baseball Chatter 10 Mins. PALL MALL CIGARETTES Daily, 6:35 p. m. WEAF, New York (Com

WEAF, New York
(Com
On the eve of the opening for two
major baseball lesgues, Ford Bond
got his daily brief stint on the national pastime off, to a flying start
with a colorful though imaginary
visit to headquarters of the three
metropolitan New York pennant con
with the exception of the Yankees.
Bond brought Joe McCarthy, N. Y.
American League contender, to the
mike for a short interview and comment on his team's prospects.
With the Brooklyn team, ond
gave descriptions of leading olayers
and a fair outline of Burlein's
and a fair outline of Burlein's
mentator did much the same with
the N. Y. Giants, touching on new
changes in line-up and the shift of
Manager Bill Terry from active list
to bench manager. Wound up with
the two pre-dated game scores available. Commercial was pithy.

Wear.

BILLY BAER', ORCHESTRA With Adele Hachlen, Roy Bast 15 Mins.—Local Sustaining Mon.-Wed.-Fri., 2 WBNS, Columbus

will, Chiege
Lots of radio singles around who do the type act Ben Kanter does and, hence he must be put into their classification. He does sing philosometric singles around who do the type act Ben Kanter does and, hence he must be put into their classification. He does sing philosometric sing philosometric sing philosometric sing philosometric single single

Follow-Up Comment

Haven McQuarrie, director of Chase & Sanborn's Sunday night. Do You Want to Be an Actor' over NBC, joined the parade of programs and ging for dialer-attention through the extra bait of picture stars. During the second half of the hour stanza, McQuarri brings a film name up from the incre to engage i one of those compliment-tossing sessions so dear to Hollywood and so familiar to radio fans. He also has the marqueer to the star of the second half of the hour to radio fans. He also has the marqueer to the second half of the hour to the second half of the hour to radio fans. He also has the marqueer from a picture which they have made. Latter is the more entertaing for dialers grown tired of the back-patting and the superlatives in which Hollywooders indulge.

Incidentally, one of the best bits of acting was done by Madeline Carroll, where the second half of the hour to the second half of the hour to the second half of the hour to have the hour to the hour to have he had the hour to have the hour to

ter be omitted for family hearing.

Shirley Booth demonstrated her versatility on Sealtest's Saturday, Night Party over NBC, She did abit of agency-casting-room comedy in her Three Men On A Horse vein, switched to Romeo and Juliet, monologued in a dramati mood about a cleaning woman in a large performance with a cockney song, James Melton, emcee, dialogued a bit with Miss Booth, mentioning the contrast in her present "Excursion' role with that of "Three Men."
Nancy McCord, last heard on Broadway in 'May Wine,' was the second guest. Sopranced alone and with Melton, and for the finale joined the company in its first except from Gilbert and Sullivan.

cerpt from Gilbert and Sunivan.

Alexander Woolleett contributed nice piece of human-interest reporting on a broadcast over CBS from WHAS, Louisville, about a Cincinnat dentist broad with the contribution of the contribution o

Baker Verdict Sticks

Moines, April 20.

Iowa Supreme Court has refused to set aside the sentence of a day in jail and \$50 fine which it had pronounced earlier against Norman Banounced earlier against Norman Ba-ker, former operator of a cancer treatment institute at Muscatine, Iowa, and now operator of a radio station in Mexico. Court also refused to grant a pe-tition for rehearing of the case.

Minnie Dupree on WOXR.

Role of Ase, in last night's (Tuesday) dramatization of Ibsen's 'Peer Gynt' by the WPA radio project over WQXR, N. Y., as played by

over WQXR, N. Y., as played by Minnie Dupree.
Miss Dupree essayed same part, opposite the late Richard Mausfield's portrayal the title role, when Gynt was orr inally produced in the U.S.

How About 100-Yard Dash?

How About 100-Yard Dash?
Kansas City, April 20.
KMBC sports unnouncer, has a new chore. Volunteers of America, social service organization, has booked him for a
series of sports talks to convicts.
Starr will speak at Federal Pen,
Leavenworth, and at the Missouri
State Jefferson, City.

neceeds Lucy Monroe
Blackett-Sample-Hummert booked
its successor to Lucy Monroe on the
Bayer ' through NBC artists

service. Soloctee is ickens

Pete deLima's Connection Pete deLima has joined, the Si Landau agency in Hollywood, atter specializes in film players.

moulding substance called 'dental stone,' which obviates the necessity of trussing up a horse with a broken leg. (The latter technique usually causes a fatal attack of pneumonia—the reason veterinarians have been in the habit of immediately shooting thoroughbreds at race trucks.)

In broadcasting news of the discovering the control of the control of

a lover of animals.

"as MeNeth lied in her guester on the Heinz Magazi of the Air over CBS with her coverillustration work for McCall's Magazine (a smart plug). Explained that the editor had given her the assignment of drawing a series of portaits of, America's most famous women and that she wasted listeners assistance in the difficult task of selecting the persons to be sketched. Miss McNoin said she had alrendy 'done' Anne Lindbergh, Kethari Cornell, Kirsten Flagstad (singer included because her biggest success had been made in biggest success had been made in the statement that she was going out to buy a trailer.

Artist displayed a plensing voice and an easy delivery. Di not pursue the usual femme indirection on age—frankly said she had been illustrating for magaziues for 20 years.

Bert Lahr Joined the Manhattan

lustrating for magazines for 20 years.

Bert Lahr Joined the Manhattan Merry-Go-Round (NBC) last Sunday, night (18) with a script which didn't have many more laughs than dead spots. Although some of the material was well tailored to the Lahr personality, it was haphazardly developed and lacked punchiness. Clidies were well represented, including the one about the doctor who diagnosed a case as measles because he's inclined to see soots before his eyes when deprived of his spectacles. Stooge support was okay.

Lahr's scripts will apparently be strume together by a plot. Initial installment had him inheriting a country hotel and then undertaking to make a go of it.

country hotel and then undertaking to make a go of it.

Ernest Cutting—it used to be Ernie when he was maestroing the old Vanderbilt theatre. (N. Y.) in the was maestroing the old Vanderbilt theatre. (N. Y.) in the control of the control of the variety of the v

Norman Brokenshire puces an afternooner over WOR, New York, with Leo Freudberg's very satisfactory orchestra as the musical mainstay. This is the half-hour which E. Fitzgerald formerly mc.d, but he's now exclusively committed to ballyhooing the Bamberger store's own WOR resistone.

sively committed to ballyhooling the Bamberger store's own WOR sessions.

Brokenshire, ith his standard flow-do-you-do' inflection in decident of the standard flow-do-you-do' inflection in decident in times of the standard standard flower in the standard flower is incised delivery is given a bit to the flowery side of when introducing the femmes particularly. However, since the variety of talent sustains the speriatives, that's all right, too.

arbara LaMarr, sustaining traitor, and Roberts, baritone. Sylvia Cyde: lyric soprano, alter in the pop ballad specialties, click.

click.

Richard Bonelli added to Ford's Universal Rhythm' series, which switched to CBS last Saturdav night (18). Helped somewhat to lift this program out of its former small family time classification. It's the stanza's outstanding tone to class, even if the concert bartione confines himfolly standards.

Rex Chandler proves' as resourceful as ever in making a simple arrangement sound melodiously pleasant, while Alec Templeton confects, nic parior entertainment whether he's playing his digits on the bian or indulging in character miniery. Pluz on this half-hour is a model from the angle of terseness. Convemphasizes the economy side of the product, and the worldare lends lively to have affirmation of that quality.

DON'T WALTZ WITH YOUR CHIN' PUBS' IDEA AT WALDORF RADIO MEETING

Informal Powwow Attended by 75-Agree on Two Salient Points-No Lobbying or Fireworks as a General Policy

Informal meeting of newspaper publishers who own radio stations was held yesterday afternoon (Tuesday) at the Hotel Waldorf-Astoria, N.Y. About 75 attended. No note were taken and nothing particular

were taken and nothing particular occurred.

While lethargic in note the sense of the meeting seemed to be:

(a) Newspaper-owned stations should not ask either the A.N.P.A. nor the N.A.B. to consider the peculiar position of the press-controlled broadcasters as they would be a minority without the sympathy of their contemporaries in both cases.

(b) Newspaper stations should not set up Washington lobby, but should work through their regular counsel and keep in touch with one another.

another. Ex-Senator ill was a speaker, as were Louis G. Caldwell and Gardner Cowles. Latter stressed the idea of not lobbying or otherwise inciting artillery fire. Dill mentioned the six mouths license as a perennial source of weakness in radio.

Discussion from the floor was without benefit of introduction or any vector A suggestion that come.

without benefit of introduction or any record, A suggestion that com-bination rates be dropped and that broad-minded attitude be taken on listing competitor radio logs did not arouse much enthusiasm. Shotgun divorce of press-radio has pubs worried somewhat, but there

is no united sentiment apparently on what measures to take to combat the move. Several speakers pessi-mistically referred to the different political color of themselves and the administration in Washington.

Spencer Bentley, formerly an-nouncer for two Procter & Gamble shows on NBC, has been hired for news comment work by Paramount

Commodore L. B. in N. Y.

Cincinnati, April 20.

His arduous winter with the Florida Flotilla over Commodore L. B. Wilson has taken a train to Manhattan. He will be in dry dock at the Waldorf-Astoria for several days.

Commodore is letting the advertising agencies know that they can buy WCKY now at 5,000 watts rates and get 10,000 watts within 60 days, F. C. C. recently gave the okay.

WCKY will be feeding point Sunday for General Motors 'Good Neighbor' shows to NBC blue. Belcher arrived Monday from Nashville.

Coast Conventioneers to Ad Meet in Salt Lake

Los Angeles, April 20,
Annual meeting of Radio Division
of Pacific Advertising Clubs Assn.
will be attended by most of the
Coast delegates to the convention of
National Association of Broadcasters
in Chicago. Local group will make
the stop-over at Salt Lake for one
day, June 15. Harrison Holliway,
KFI-KECA manager, ivision
chairman.
Spaakers

KFI-KCA manager, ivision chairman.
Speakers will be Donald Thornburgh, Columbia's western chief; Ben McGlashan, owner of KGFJ Lindsay Spight, Coast manager for John Blair, and a fourth stumper to be selected later.

Leonard Lewis Joins World
Leonard Lewis has joined the sales
promotion staff of the World Broadcasting System, Inc., replacing Slocum Chapin, who recently quit to
go with WOC, Davenport, Ia.
Headquarters in N. Y.

Watanabe Homing West

Hollywood, April 20.

Terminating his sustaining deal with NBC in the east, Frank Holden (Watanabe) hikes back to the Coast for talk with Lewis Allen Weiss, g.m. of Don Lee chai who has a new program in the making for the character comic.

Weiss is planning a heavy production outlay and build for a possible Mutual bookup.

Mutual hookup.

Hanrahan Runs WCPO

Hanrahan Runs WCPO
Cinci April 20.

James C. Hanrahan, of Continental
Radio Corp., Scripps-Howard subsidiary, is acting manager-of WCPO,
which is undergoing numerous personnel changes. Announcers added
last week are Robert Knapp, from
Springfield, O., and Jim McCulla,
formerly of KSO, Des Moines, and
KFAB, Lincoln.
Vernon Thornburg, a local lad new
to radio, has been appointed assistant to Harry Hartman, sportsspieler. Don Pavey, control operator, joined the staff, coming from
WLBC, Muncie, Ind. Frank Zwygart, announcer, has transferred to
WCKY here.

KFRU Joins Cornbelt

Des Moines, April 20.
KFRU, Columbia, Mo., has joined
Corn Belt wireless net operated by
WHO, Des Moines, WHO saluted the
new station during the celebration
of WHO's 13th birthday party.
Col. J. Palmer gave the welcome and Gov. Lloyd C. Stark of
Missouri answered from KFRU.

L. K. Sidney to L. A.

Louis K. Sidney, director of Loew-owned WHN, N. Y., leaves tomorrow (Thursday) for Coast, Will be gone hree weeks. Trip isn't on station biz.

NEW CANADIAN GROUP

Rintoul-Stiepock of N. Y. Connected With Imperial

With Imperial

Winnipeg, April 20.

Rintoul-Stiepock, Inc., of N. Y., has been named advertising and sales promotion counsel for the newly formed Imperial Broadcasting System of western Canada.

Imperial is an outgrowth of stations either commercially operated or owned completely by Taylor, Pearson and Carson of Calgary, Included are CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge; CKCK, Regina; CKX, Brandon, and CKY, Winnipeg.

Keating to M. C. Chev.

Hollywood, April 20.

Fred Keating will encee the Chevrolet program for the period of its Coast origination, depending on the time required for Dave Rubinoff to clean up his film work at 20th-Fox. Minimum stretch is five weeks

Fox. Minimum stretcn is nveweeks.
Ella Logan and Walter Cassel.
take over the Virginia Rea and Jan
Peerce singing spots. Carmel Myers
goes on the show for monologs and
dramatized songs.
Walter Craig is here product

Fidler's Added Show

Fidler's Added Show

Chicago, April 20.

Jimmy Fidler, flicker commentator, starts on a twice-weekly schedule for. Drene, Procter & Gamble product, on May 21, adding Friday night this present Tuesday night stimt. Will remain on an NBC red hookup, though the Friday list will be somewhat shorter. Same time, however—10:30 eastern time. Set through Kastor agency here, price for additional shot reported at a straight \$1,000.

Burton to Kilgore, Texas

Deal has been set whereby Hall Burton takes over management of station KOCA, Kilgore, Texas, immediately, responsible only to James G. Ulmer, station owner. Both salary and percentage figure in remuneration.

neration.

Burton was formerly a program
executive of Affili Broadcasting
Co. net here.

CORONATION **GRIEF STARTS**

WMCA, New York, proposes to do eight broadcasts on its own out of England on the Coronation. Rule promulgated by the British Broad-

promulgated by the British Broad-casting Co. among NBC, CBS and Mutual bars these networks from feeding the state proceedings to any station not regularly affiliated with them. WMCA will have Harlan Eugene Read to a twice daily com-ment from the other side. Only outlet which will be excepted from the BBC's rule is WNYC, New York, municipally-owned and non-commercially operated. Word has come over that NBC and Columbia have already started squabbling for position along the line of march and else and that BBC issued a rebuke for premature release of time and schedule, neither of which was ac-curate.

Personality Boy's Payoff

Dale Carnegie has been set by N. W. Ayer agency for a local commercial. Starts April 30 for a Friday series over WOR at 8:30 p. m. Immigrant Savings Bank is okaying the vouchers.

Roller Derby Sponsored

WFBM carrying 15 minutes, nightly, bankrolled by American Loan Company here, stanza consisting of description of Roller Derby now in progress at State Fair Grounds here.

Len Riley, WFBM sportscaster, is at the mike, as well as Eddic Snider, who's managing the skate marathon for Leo Sulzer, promoter.

Thompson Loses Nash

numpson Loses Nash
Dwight Cooke, producer on J.
Walter Thompson's New York stafi,
will shift to Hollywood along with
the Grace Moore-Nash show May 1.
Thompson loses the account in October.

Geyer, Cornell & Newell will be the new agency.



THE POWER AND THE KINGDOM OF WLW

The Power....

The clarity of WLW's signal The excellence of WLW programs The loyalty of WLW's audience

The Kingdom.. THE NATION!!!

The REAL and ORIGINAL King of Swing!

LOUIS ARMSTRONG

\$\$\$ RECORD!

"Satchmo" sets new ALL-TIME OPENING DAY and new first five day records at New York Paramount Theatre, beginning April 14th, breaking previous records just made by Benny Goodman & Eddy Duchin! Legitimate fans dancing in aisles & on stage! Held over!

NEW N.Y. PAR | FLEISCHMANN YEAST HOUR!

Each Friday at 9 P. M., EST, on WJZ-NBC, hear Louis and his band swing that music for J. Walter Thompson!

Personal Management JOSEPH G. GLASER R.K.O. BUILDING • ROCKEFELLER CENTER, N.Y. AND HOLLYWOOD

ARTISTS' REPRESENTATIVES

PHOTO @ BY LEWIS F. NATHAN

Awards for Educational Programs By Ohio State University Profs

Columbus, April 20.

Recordings of some 60 educational radio-programs have been shipped here to judges of the first. American Exhibition of Recordings of Educational Radio-Programs, who will attempt to name the most meritorious program of this type on the air. Winners will be named at the eighth annual Institute of Education by Radio at Ohio State University, May 3-5.

Awards will be made to exhibitors in two groups: educational institutions and organizations, and commercial stations broadcasting educational programs. Winners in four types of programs will be named in each group: lectures and talks; music and poetry readings; dialogues, round-tables, interviews, debates, etc.; and dramatizations.

KMO's Puyallup Studios

Tacoma, April 20. KMO, local indie station, opens its rst remote studio at Puyallup, near-y farmer town, today. Station has first remote studio at Puyallup, near-by farmer town, today. Station has leased space and expects to go on the air from this new spot with ap-propriate ceremonies, including lown's officials and talent. Preceding the opening KMO pre-sented complete program for Cham-ber of Commerce membership, W. M. Angle will be the new Puyallup studio manager.

Theatre Mgr. on Vox Pop

Denver, April 20.

KVOD has started a new program,

Voice of Public Opinion, a sidewalk offering, with Harry Golub,
manager of the Orpheum theatre, as
the human question box. Running
six days a week, 10 minutes, the
program is aired in front of the
Kortz-Lee Jewelry Co., sponsors.

Placed by Ted Levy agency. Denver, April 20.

Walter Thompson, ex-Omaha, Neb. tenoring over KYA, San Francisco.

Royalty Snubbed

Station WQXR, igh fidelity one commerci , has of-announced that it will ficially offer nothing of impending cor-onation color before, during or after the ceremony. N. Y. sta-tion wants to be different.

uon wants to be different.
Strictly a non-conformist,
station has also ignored holidays such as Thanksgiving,
Christmas, Easter, etc., with
strict orders against use of
timely reference.

BASEBALL IN ATLANTA

Games Included — WATL's Full Play-by-Play

Atlanta, April 20. Atlanta Crackers' road games will be aired this year by WGST for General Mills (Knox-Reeves, national, Rawson-Merri, local agents), John Fulton will do the milking. Night games are scheduled to get started as soon as CBS network schedules are cleared by station, while day games are slated to occupy convenient spots in between web grams.

grams. WATL is preparing to put base-ball on uninterrupted night and day, according to Maurice Coleman, man-ager. While games have not been sold to sponsor, Coleman is working on several prospects and expects to peddle them. Regardless, however, of sponsorship, games will be heard over WATL, from time umpire yells play ball'until last man is out, fact which Coleman is publicizing.

Clitton Fadiman, book critic on New Yorker mag, getting quizzed to night (Wednesday) on the Exploring the Seven Arts' program WPA airs over WQXR, N. Y. Next week John Gassner, of the Theatre Guild; gets same going over.

WEVD FEEDS 'NETWORK'

Program Goes to New Haven, Phila-

Hour program sponsored by the Garment Workers' Union over New York's 'labor union' station, WEVD, is now being ted WELI, New Haven, WRAX, Philly, and WCOP, Boston. Program is piped out from N. Y. each Saturday morn. It's the first of 'the labor union-propagandizing programs to go 'net-week'.

work.

WEVD will move to new quarters
when present lease expires in six
months, Broadcaster is now perched
atop Claridge hotel, in Times Square.

'No Phoney Stuff On Baseball' Is **Repeat Warning**

FCC, with baseball season this week under way, has issued warning to stations that they must not air dramatizations of games while the tilts are in progress, unless they can prove they have means of getting direct into from ball parks.

Id stunt in broadcast circles is to listen in to another station, grab the event being play-by-play described, give it a three-second rehashing and serve it up as stealing station's own. FCC last summer got swamped with rather a large number of complaints from stations asserting rivals—and naming 'em—were using the easy means.

Detroit, April 20.
Charging discrimination, WJBK
Monday (19) filed suit in Federal
court here to compel Western Union
Telegraph Co. to furnish station with
play-by-play ticker service on Detroit Tigers' out-of-town baseball
games. Hearing on petition for writ
of mandamus set for next Monday
(26) before Judge Ernest A. O'Brien.
Suit is aftermath of broadcast set-

Inside Stuff—Radio

ooking of both the ickard Family and the Cumberland Ridge Runners on same WJJD Chicago program is a station headache. Neither hill-billy act speaks to the other, each working in separate parts of the studi and neither willing to use the same waitingroom before rehearsal time. Are set for a daily two-hour program sponsored by Drug Trade, and i dications are, that nothing short of a good old-fashioned mountain feud to take place before the contract is up. Both acts have handled the show alone and now the prime worry of each set as to who will be tops day by day in the matter of fan mail.

So far, no actual fighting has taken place, with each act coming into station through separate doors, and each working at separate ends of a large studio, but full staff of station employees are on hand before, during and after the program until everybody is out. If tension continues plansare to use separate studios.

are to use separate studios.

Kenneth Goode tosses books off with regularity. Has run his string on advertising subjects up to around a dozen with two new ones off the Harper press, which are 'What About Radio'? and 'Showmanship in Business'. Latter is a collaboration with Zenn Kaufman. Goode keeps a file that flows over-into books. His stuff is documented with quotes from dozens of sources. Goode ropes 'em together with his own comment and

observation.

Another prospective book about radio is in the agony stage between Prof. Herman Hettinger, who has become a radio tom-tom specialist, and Walter Neff, agency man formerly sales boss of WOR, New York.

Ted Streibert, Johnny Johnstone and Chief Engineer Popple, of WOR, New York, were televised last week under laboratory conditions by the Hazletine Corp. in New York. Latter, a holding company for patents, is only company beside RCA testing television in New York regularly, Hazletine tentatively approached WOR for a possible future WOR-television atliance.

up for Tigers' games, announced a week ago, which provides for airing

ip for Tigers' games, announced a week ago, which provides for airing of both home and away contests over WWJ and WXXZ's state web, with Western Union furnishing wire reports for away games and with White Star Refining and General Mills as split-sponsors.

James F. Hopkins of WJBK has also filed complaint with Federal Communications Commish, asking permanent ruling on dispute and charging that a public carrier cannot legally refuse service when all provisions are met. Fearing FCC ruling would normally be held up until season was well under woy, Hopkins decided meanwhile to seek court injunction.

Sandra Kostner, who has a small role in Broadway's latest entry, 'Cur-tain Call,' is from radio and her hus-band is Ed Harvey, program director of WCAE, Pittsburgh.

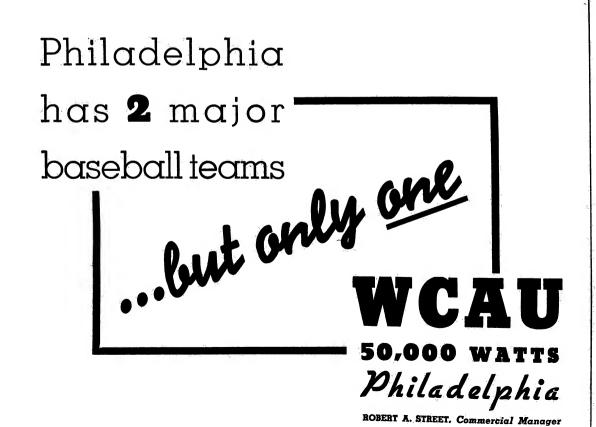
STATIONS SHIFT REPS

KTAR to E. Katz—KFOR to Weed— KFEQ to Kelly-Smith

KTAR, Phoenix, has joined the list of the E. Katz Agency. Station's break with John Blair & Co. takes official effect May 15.

KFOR, Lincoln, and KFEQ, t. Joseph, Mo., have also appointed new reps. Weed & Co. got the KFOR assignment, while the KFEQ representation went to the Kelly-Smith

Vacation time already at KSO and KRNT, Des Moines, with Gwen Mc-Cleary jaunting to California, Lens-ing Benet to Seattle and Mr. and Mrs. Nat Vincent heading for a vaca-tion in New York City.





THE WLW LINE (Pittsburgh, Philadelphia, New York) provides *all three* essentials of productive broadcasting:

A circulation buy—primary coverage of territories in which 30% of the nation's retail sales are made, for \$1300 per evening half hour.

A proving ground where, at reasonable cost, advertising and programs ideas may be tested adequately for soundness.

Program and talent sources to provide just the right show for the product, insuring both audience and sales.

These are the reasons why the WLW Line is "The Most Sensible Buy in Broadcasting."

SOLE AGENTS

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.

JOHN L. CLARK, President

Complete Broadcasting Facilities Wired and Transcribed

NEW YORK

521 Fifth Avenue Murray Hill 6-2370 CHICAGO

333 North Michigan Avenue STAte 0366 HO, TAMOOD

5833 Fernwood Avenue

ADVERTISEMENT

40

MORE OF WFBR'S **CONFIDENCE MEN**

WFBR, Baltimore's N. C. basic Red network outlet, lays sharp emphasis on its announcing staff. Realizing that it is their voices which do the actual selling for advertisers, each announcer is carefully chosen and trained. Henc their title: "Confidence men."



212-09-2750

ACCIAL SECURITY NUMBER
HENRY ICKMAN, born in WilmingDelaware, studied lew at the University of Virginie; got into radio via a
series of radio dramas for WRVA. Announcer, later manager at WDEL and
WIL Now assistant production manager of WFBR.



216-09-6486

PHIL CRIST, Baltimore born, bred and educated. Entered radio as a singer and among other engagements sang on a coast-to-coast hook-up for 15 weeks. Now announces on WFBR—and likes it better than warbling.



212-09-2751

BERT HANAUER, after graduating from Baltimore City College, went on the stage, played in movies, wrote for vaudeville. After two years with N. B. C., in 1931 he joined the staff of WFBR as Program Director.

Public Confidence Protected

Not only is it important to have confidence inspiring announcers, but that confidence must be safe guarded by a system of quiet censorship over what the announcers may not say. WFBR accepts no sorship over what the amounters may not say. WFBR accepts no liquor advertising; no station-break announcements for laxalives during evening hours; no "phoney" offers; no controversial subjects; "knocking" of competitors; no

comparative prices.

Important to Advertisers

Last week WFBR pletured three of its announcers; today's series completes the gallery of "con dence men." Because the building of public confidence is of primary concern to advertisers, WFBR feels that this brief "Who's Who" is of general interest.



Fight Over WNBO, N. O., Involves Politicians: F.C.C. Hears Testimony

rleans, April

A squabble over legal ownership of WBNO was aired at a special hearing on renewal of its license Thursday (15) by the Federal Communications Commission in the Custom House here. F.C.C. represented by George B. Porter, assistant general counsel; Major A. V. Dalrymple, senior attorney; A. D. Ring, asst. chief engineer; and William T. Massing, head of the license division. Application for renewal of the license was presented by the Coliseum Place Baptist church. Testimony at the hearing revealed a fight for control of the station between John D. Ewi publisher of the Shreveport Times and the Monroe News Star, who has an interest in the former. W. K. Henderson station; former Mayor. T. Semmes Walmsley of New Orleans; and former Governor James A. Noe.
Hearing was held to discover if the church has violated the law in failing to exercise proper control over the station. Validity of Noe's contract hinges on the government's renewal of the church's license.
Former Mayor Walmsley,'s appearance at the hearing revealed that he bought a half interest in the station for the church, for \$1,800.

Musso denied selling a half interest on the stand, claiming that the \$1,800 Walmsley paid was for broadcast time in the spring and early summer of 1935 and twice in 1936, when Huey P. Long and Walmsley fight was on.

summer of 1932 and twice in 1830, when Huey P. Long and Walmsley fight was on.

However, under further questioning, Musso admitted telling Walmsley he thought he could buy the station for \$1,800 and that the Rev. Shelton G. Posey, former mi ister of the church, had been present and agreed.

Church leased the station for one year to WBNO, Inc., a corporation in which Noe holds 197 shares, William West, Jr., George Pierce and Musso, one share each.

Noe issued a statement declaring that the whole hearing was a political plan to prevent him from getting WBNO, plan in which he alleged Postmaster-General Farley was involved.

Results of the hearing will be revealed in Washington. Federal party left here. Thursday for Laredo for the trial of Norman Baker, E. R. Hood and Roy Ritchard for manufacturing phonograph record broadeasts from Nueva Laredo. Mexico.

Buckeye Group Primes Deal to Feed University

Columbus, April 20.
reciprocal agreement which will
allow WOSU, Ohio State University
station, to exchange programs with
the Buckeye Network (WHKCWHK-WJAY) is in the making here.
Official o.k. at the university end is
expected to close the deal this week.
Under the exchange policy, WHKCwill run a line into the WOSU control room and pick up such educational programs as the Buckeye net
wishes to carry. In return the university station will be permitted to
pick up non-commercial musical
programs from the network.
Speculation he re immediately.

Speculation here immediately turned to broadcasting of Ohio State football games

football games.

On the face of the agreement the Buckeye stations will be in a choice spot when the gri iron season gets under way, although exces here explain that the network probably will be asked to pay the fee assessed on stations which wish to carry the Ohi State games on sustai ing basis.

Last year the Ohi tate home games were offered any station in the state which would pay a small fee to the university and take them on a sustai ing basis. Ther vere no takers.

L. B. on Chain Breaks

Cincinnati, April 20.

L. Wilson, of WCKY here, sticks to his belief that chainbreak announcements will eventually be eliminated by variety stations. He first made is prediction in one of his annual yogi predictions of things to come printed in Variety three years ago.

But elimination won't be in 1937, says L. B.

Japan Bans Shortwave; Fears Propaganda

Toxyo, Marca 28.

Foreign residents have been notified through their respective consulates that hereafter operation of short-wave sets ill be absolutely prohibited. This is tough on fans who yearn for homeside programs. Odd part about whole thing is that short-wave sets are on sale everywhere. Large numbers of them are being operated by Jap citizens.

Also Japan Broadcasting Corp. is extending its own short-wave activities so that Japs abroad can receive uncolored news from home.

Feenamint Skips Heat

Feenamint program fades off Mu-tual net with the May 23 broadcast. Account returns, after summer lay-off, in October. Only talent thus far set for the fall resumption is the Arnold John-

on orc.

EDITORS' RESOLUTION

Frown Upon Curb of Press Owner ship of Stations

Washington, April 20.
Enactment of legislation or promulgation of administrative policies
barring newspapers from acquiring
radio stations was opposed Saturday (17) by American Society of
Newspaper Editors at annual convention here.

Newspaper Editors at annual convention here.
One of the several A.S.N.E. resolutions put the journalists on record as 'deprecating efforts of Congress to prevent newspapers owning and operating' transmitters.

Order Music on **Coast Smallies: KFI Draws Fire**

Los Angeles, April 20.

New Class D classification has been set up by Local 47, American Federation of Musicians, for group of six of the smaller broadcasters in the Southern California area. Classification sets up a reduced wage scale, with a quota of three musicians per station.

Broadcasters coming under the new setup are KIEV, KRKD, KGFJ, KMPC, KFVD and KMTR. Stations failing to comply with the three-man quota will be barred from remote control broadcasts.

Local 47 has served demands on the Earle C. Anthony stations, KFI and KECA, to either install studio orchestras or discontinue remote broadcasts of dance bands. Under their classification as 'A' stations, crews of 12 men are required for strictly local braddessts and 18 men

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strictly local broadcasts and 18 men

F.C.C. VICTOR IN TEST SUIT

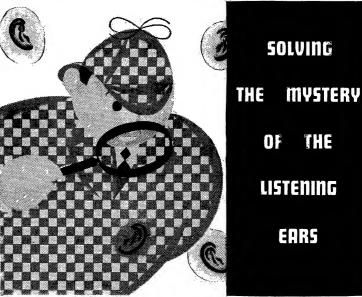
Washington, April 20.

Washington, April 20.
Precedent-setting litigation involving procedure in handling contested radio applications reached semi-final stages with a victory for the Federal Communications Commission Monday (19) when District of Columbia appellate court approved dismissal of an injunction suit by Monocacy Broadcasting Co. effort to obtain permit to build a station at Rockville, Md.
Sustaining action of the Federal

ville, Md. Sustaining action of the Federal District Court, the appellate bench said Monocacy, instead of trying to compel the commish to issue a franchise without hearing, should appeal from the F. C. C. order which cancelled a grant and called for a subsequent hearing. Case is regarded by radio attorneys of considerable significance since it presents the question whether the F. C. C. can be restrained from rescinding an order once granted.

be restrained from rescinding an order once granted.

Litigation dates
year, starting not long after Monocacy filed a request for the Rockville franchise, which was granted
July 2, 1935. In July, 1936, WCAU,
Philadelphia, protested the grant, as
did WOL, Washington. WCAU kick
later was withdrawn and the WOL,
bleat was rejected as it came too
late. Even with the protests out of
the way, the commish announced it
would reconsider the initial grant
and hold a hearing on the Monocacy
plea.



Ross Federal Survey Unearths Important Evidence on Radio Advertising

Experienced advertisers have long since di that when WTIC is the station used in the ford market, results show a startling i

But no one (not even which are the second say exactly how many, more ears are reached through WTIC. Te clear up this mystery, the Ross Federal Research Corporation—radio's outstanding fact-finders—was employed to probe into the situation.

Their most i

WTIC Advertisers Obtai the Average 149% More Coverage Than Those Using the Next Favored Stati

The Travelers roadcasting Service Corp.

Paul W. Morency, General Mgr.
ew York Office: 220 E. 42nd St.-J. J. Weed, Mgr.

Here are the facts—based on thousands of phone calls made from February 28th to March 6th—that

ios turned on

60.72% were tuned to WTIC 24.37% were tuned to the next most popular station 6.54% were tuned to the third most popular stati 2.28% were tuned to the fourth most popular stati 6.09% were tuned to all other stati

100.00% Total Calls

So much for the City of Hartfor. In addition, WTIC covers all of Connecticut, western Massachusetts and good size sections of New York, Vermont and New Hampshire. In WTIC's primary coverage area is a high-income audience of 1,737,810. In its secondary area are an additional 1,660,626. An interesting brochure giving complete figures on the Ross Federal Survey will be gladly sent on request.

50,000 WATTS HARTFORD, CONN.

er New England and NBC-WEAF Networks James F. Clancy, Business Mgr. o Office: 203 N. Wabash Ave.—C. C.

TESTIMONIALS TO NBC LEADERSHIP ON THE PACIFIC COAST

These Are the Advertisers Who Are Reaching Most Pacific Coast Listeners—Those Who Consistently Tune In NBC Programs*

Company

Program

Company

Program

Allegheny Steel Co. American Can Co. American Home Products Corp. American Home Products Corp. American Home Products Corp. American Tobacco Company

Axton-Fisher Tobacco Co. Bank of America National Trust & Savings Association Bristol-Myers Company

Brown & Williamson Tobacco Co.

California Conserving Co. Campana Sales Company Campana Sales Company (Moonglow Div.) Cardinet Candy Co. Carnation Company Carnation Company (Albers Bros. Milling) George W. Caswell Co. Cummer Products Company (Molle) Cycle Trades of America, Inc. Duart Sales Company, Ltd. Firestone Tire & Rubber Company

F. W. Fitch Company Gallenkamp Stores Company General Electric Company General Foods Corp.

General Foods Corp.

General Foods Corp. General Foods Corp. General Foods Corp. General Mills, Inc. General Mills, Inc. General Mills, Inc. General Mills Inc. General Mills, Inc. General Motors Corp. General Motors Corp. Gilmore Oil Co. Horlick's Malted Milk Corp. International Shoe Co. Iodent Chemical Co. Jergens-Woodbury Sales Corp. Jergens-Woodbury Sales Corp. Jergens-Woodbury Sales Corp. S. C. Johnson & Son, Inc. Kraft-Phenix Cheese Corp.

Lamont Corliss & Co. Lamont Corliss & Co. Langendorf United Bakeries, Inc. Macfadden Publications, Inc.

The Allegheny Metal Show Ben Bernie & All the Lads Mrs. Wiggs of the Cabbage Patch Just Plain Bill John's Other Wife Your Hit Parade & Lucky Strike Sweepstakes Ed Wynn with Graham McNamee

House of Melody Town Hall Tonight—Fred Allen and Portland Hoffa

The Raleigh & Kool Show starring Jack Pearl as Baro: Munchausen, Cliff Hall (Sharlie)

Who Am I? First Nighter

Moonglow Melodies Night Editor Carnation Contented Program

Good Morning Tonite Woman's Magazine of the Air Vox Pop Cycling the Kilocycles The Passing Parade The Voice of Firestone Sunset Dreams True Detective Mysteries

Hour of Charm We, the People, Phillips H. Lord, Director

Lanny Ross and the Maxwell House Showhoat Stoopnagle & Budd

Burns & Allen Jack Benny Sperry Sunday Special

Weekday Special with Hazel Warner Martha Meade

Woman's Magazine of the Air Hollywood in Person al Motors Concerts Pontiac Varsity Show

Gilmore Circus Lum & Abner

Dr. Peter Puzzlewit Iodent Dress Rehearsal

Walter Winchell Woodbury's Rippling Rhythm Revue Follow the Moon

Fibber McGee & Molly The Kraft Music Hall with Bing Crosby and Bob Burns

Talks by Mrs. Roosevelt Husbands & Wives Langendorf Pictorial

True Story Court of Human Rela-

Manhattan Soap Co.

J. W. Marrow Manufacturing Company Miles Laboratories, Inc. Miles Laboratories, Inc. John Morrell & Company Philip Morris & Company, Ltd. National Ice Advertising, Inc. Occidental Life Insurance Co.

Owl Drug Co. Pacific Coast Borax Co. Pacific Guano Co. Packard Motor Company

Packers Tar Soap, Inc. Pepsodent Company Princess Pat, Ltd. Procter & Gamble Co. Procter & Gamble Co.

Procter & Gamble Co. Procter & Gamble Co. Procter & Gamble Co. Procter & Gamble Co.

Procter & Gamble Co. Procter & Gamble Co. Procter & Gamble Co. Radio Corporation of Am

Ralston Purina Company Regional Advertisers, Inc. Richfield Oil Company of California The Richfield Reporter

Scott Paper Co. Shell Union Oil Corporation Sherwin-Williams Company Signal Oil & Gas Co. David A. Smart, Publisher Standard Brands, Inc.

Standard Brands, Inc. Standard Brands, Inc. Standard Brands, Inc. Standard Brands, Inc. Standard Oil Company of California Standard School Broadcast Standard Oil Company of California Standard Symphony Sterling Products, Inc. Sterling Products, Inc.

Sterling Products, Inc. Studebaker Corp. Sussman Wormser & Co. Tillamook County Creamery Association

Union Oil Co. Wasey Products Company Wasey Products Company Welch Grape Juice Co. Wesson Oil & Snowdrift Sales Co. Hawthorne House

Sterling Products, Inc.

Looking at the World with Thomas Conrad Sawyer

Henry Busse & His Orchestra ' Radi Station E-Z-R-A

National Barn Dance Tea Time at Morrells Philip Morris Program Frank Chapman, Gladys Swarthout Winning the West

Treasure Island Death Valley Days Garden Guide

Fred Astaire and Charles Butterworth

Thatcher Colt Mysteries Amos 'n' Andy A Tale of Today Vic & Sade The Gospel Singer Pepper Young's Family

Jimmy Fidler in Hollywood Gossip The O'Neills The Story of Mary Marli

Ma Perkins Gaiding Light Woman's Magazine of the Air RCA Magic Key

Marion Talley The Mystery Chef Woman's Magazine of the Air

Joe Cook an's Magazine of the Air Carefree Carnival

Coronet-on-the-Air The Baker's Broadcast starring Robert L. "Believe it or not" Ripley Do You Want to be an Actor? Rudy Vallee

One Man's Family The Fleischmann's Yeast Program

Backstage Wife How to be Charming Manhattan Merry Go Round starring

Bert Lahr American Album of Familiar Music Studebaker Champions S & W Junior News

Bennie Walker's Tillamook Kitchen Voice of Experience Singin' Sam, the Barbasol Man Irene Rich

*For proof—we have a survey, too! Any NBC salesman will show it to you. Or write our nearest office for a copy.

National Broadcasting Company A Radio Corporation of America Service

Agencies—Sponsors

VARIETY

F. B. Ryan and Myron Kirk, of Waterloo and Cedar Rapids. Han-Ruthrauff & Ryan agency, returned east after a Coast survey and look in on their three Hollywood shows.

Gardner Nursey, Osage, Iowa, is

Spalding sporting goods outfit shopping around for a name to handle half hour sport show. George Raft among the nominees.

Scott's Towel has extended the run of contracts on most of the partici-pation tieups with women's pro-grams. J. Walter Thompson han-dling.

Fern Furniture Co. of Schenectady and Albany, has purchased WGY time for a series of dramatized an-nouncements weekly, through Leighton & Nelson.

Schreiber rewing Co., of Buffalo, has placed its account with Moss-Chase Co., of the same city. Is using radio.

Morris Plan Industrial Bank of chenectady has purchased time for Senerciady has purchased time to 3, five-minute transcriptions on Sunday morning over, WGY, effective April 25, through Leighton & Nelson. Platters dramatize methods of bankinstitutions in meeting problems in all literages. ical listeners.

Bamby Bread done with Majesti theatre amateur show tie-up vi-WICC, Bridgeport.

Although WEOA, Evansville, Ind., is not affiliated with the Columbia web, it has been added to the March of Time show for Electrolux. It's home town of Servel.

Severeign Service is using two one-minute transcriptions per day on KRNT, Des Moines and WMT,

Gardner Nursey, Osage, Iowa, is sponsoring 15 minutes of the April 17 and 24 Iowa Barn Dance Frolic broadcasts, WHO, Des Moines.

WHN, has had R.O. Watkins (shampoo) renew for third time its Friday night 'Movie Club,' produced by George Nobbs, with Radie Harris handling the pic w.k. interviews. B.B.D. & O. set.

Welch Tomato Juice' aboard WiN, N. Y. with two daily, Monday through Friday series of spots; 13 weeks. H. W. Kastor placed.

Harry J. Treu, furrier, has splashed a quarter-hour et. program, spotted early a.m. Monday through Saturday on WMCA, N. Y. Agency, J. Dresner.

Webster-Eisenlohr (cigars) spor wepster-bisenoar (cigars) spon-soring late afternoon racing results' period of 15 mi. on WMCA, N. Y. Daily save Sundays for 23 weeks. N. W. Ayer placed.

Sullivan Co., of Memphis, makers of the wood-preserver, X-It, and waterproofing products, will include radio in its campaign. Account has two agencies, both of Memphis, Cole & Co. and O'Callaghan Adv. Agency.

Reed & Co. (shoes), through Geyer Cornell & Newell, New York, on KFRC, San Francisco, with seven quarter-hour weekly transcriptions, ending May 20.

Procter & Gamble signed for 90 one-mnute spots on KFRC, San Francisco, on behalf of Crisco. Contract ends Oct. 29. Placed through Compton agency, New York.

Unity School of Christianity, Kan-

this summer in COLORADO

Your best customers, 400,000 of them, from the Midwest and South-west, will spend \$15,000,000 in the Pike's Peak Region this summer

Colorado Springs Associated with KLZ, WKY, and The Oklahoma Publishing Co.

be there with them on Southern Colorado's standout station.

Hard Lines

Louisville, April 20.

Joe Wheeler and Bill Blanton of WHAS went, to the wrong auditorium to service a remote pickup of a spelling bee, They finally realized the empty place couldn't be the right spot and were able to get part, not all, of the stunt from the other auditorium to which they frantically rushed.

Boys are how doing a slow, even burn on all sides as they have been kidded the Courier-Journal, which owns WHAS, and their allbi is that ameno from the newspaper gave

memo from the newspaper gave the wrong instructions.

sas City, on KYA, San rancisco, with quarter-hour morning devo-tions daily except Sunday, starting April 18. Live talent, George Gibson Davis.

Golden Age Corp. (noodles), through Gotham agency, New York, taking 50-word plugs through June 24.

Borden's (chocolate milk) has re-newed its newscasts with John B. Hughes, 10 minutes thrice daily on KFRC, San Francisco. McCann-Erickson.

New York State Broadcasting System is now carrying a daily Italian Newspaper of the Air for A, Giola Brothers, Ruchester macaroni manufacturers. Heard last week, in Italian, on the 545-6 pm. slot. Sponsor for sometime presented over various upstate stations musical program, Italian Intermezzo, with bilingual announcements.

Plate Sales & Service Co. using Bigelow Twins in Saturday 15-minuter at WELI, New Haven.

United Drug Co. is spotting anther seasonal series of Magic Hour transcription programs on stations throughout the country as special plug for its 1-cent sales in Rexall and affiliated drug stores. Each reand affiliated drug stores: Each re-cording consists of 15-minute musical program with James Melton, Gogo De Lys, Norsemen quartet, and Don Voorhees orchestra as outstanding artists. Street & Finney Agency. Walter Craig production.

Jim Healey doing news comment for Sun Oil Co. three nights weekly over WGY, Schenectady, has signed to handle a sports program on same station for Penn Tobacco and other

General Mills is sponsoring a three-hour, daily afternoon variety show on WMCA, N. Y., commencing today (Wed.) and continuing through the

Summer.

On periods will be an orc, soloists and comics. Also Garnett Marks
and King Lear will give running
chatter on progressions of various
ball games, scores being reeled off
every half-inning. Bob Carter, station's chief announcer, will release
race results, and Buddy Cantor will
chatter Hollywood gossip.

Nick Carter has scrammed Benton & Bowles payroll.

Ford, rowne & Mathews agency thicago, readying an ether cam-aign for the Parris-Dunn Corp. paign for the Parris-Dunn Corp. makers of the Dun-Charger.

Reassured After Three Years Cedar Rapids, Ia., April 20. Dr. L. E. Rayburn, member of the WMT sales staff, has been with the station for the last three years. Doe finally decided that the job is perma-

Hahs just moved his family from Oskaloosa to Cedar Rapids.

Name Guests in Hartford Hartford, April 20. Helen's Beauty Shops splurging on guests for weekly WTIC variety ride. J. Harold Murray in Sunday (18)

Coming attractions include Baby ose Marie, Paul Draper and Don

Ponder Maria Sermolino

Froncer Maria Sermolino
Series of commentator programs by
Maria Sermolino is being-dickered
by Hinds. Scripter, who would spiel
own material, former managing
editor of the Delineator, uested on
recent Hinds show.

Peddle 'Bungle Family' McNaught Syndicate trying to ped-dle air serial rights to 'The Bungle Family' comic strip. No nibbles yet.

RADIO WORRIES

int That Miami Is Expensive Air

Miami, April 20. Miami, April 20.

Local hostelries, always hypersensitive over their scale of prices,
burned over intimation that Miami
room rates are high, which was
made on a recent Betty and Bob'
(General Mills) serial episode.
WQAM airs locally.
Miami Chamber of Commerce put
in a heated complaint, asking for a
retraction on a subsequent program.

Tony Wons' Return

Tony Wons will make

oomeback in the autumn.

Verse-vender has been ill for a
year due to recurrence of a lung ail-Verse-vender has been ill for a year due to recurrence of a lung ailment originally contracted by Wonduring the war.

Condition has much improved during last couple of months, and medicos have o.k./d his mike return.

NBC Spot Still Unfilled

NBC Spot Still Unfilled

Chicago, April 20.

No replacement has been made in the local NBC program department to all vacancy left by Kennent to all vacancy left by Kennent to all vacancy left by Kennent to continuity editor to continuity editor when Larry-Holcomb resigned to head radio department of Fletcher and llis ad agency, N. Y.

Probably will promote one of writers now working at NBC to post of assistant editor, and take on additional scripter.

Web Coverage of Relays Des Moines, April 20.

Gene Shumate, announcer for KSO and KRNT, Des Moines, will be at the CBS microphone reporting the annual Drake Relays in Des Moines

annual Drake Relays in Des Moines on April 24.
Reggie Martin, formerly with the Des Moines stations and now with Central States Broadcasting Co. Lincoln, Nebr., will cover proceedings for NBC through station KSO. Shumate will go to the Kanasa Relays on April 17 to get a line on the various athlets participating in the Drake Relays.

Taylor-Dunne for Lux Hollywood, April 20. Robert Taylor and Irene Dunne have been teamed for the Lux broadcast April 26. They will do 'Magnificent Obses-sion'.

Zarl Gottfried's mandolin ensemble in midweek spot at WICC, New Ha-

TALK DX REGULARLY: TONGUE-TIED ON KANS

Wichita, Kan., April 20.
Comical stum of Kansas convention of American Radio Relay League, which closed two-day sessions here Sunday, was amateur radio announcing contest conducted over KANS. Three of 12 contestants, who talk frequently over own shortwave sets, froze up completely when facing studio mike.

Some 200 attended ical programs, among which were two Australians, Charles Arthur, Sydney, and George Gray, Brisbane. Wichita, Kan., April 20

Gen. Foods on CBS

General Foods will retain Kate Smith's present Thursday night spot on Columbia when she moves to the former's payroll in August. Hour (8 to 9 p. m.) will plug Calumet baking powder and Swans-down flour.

Klinger Opens Agency

A. A. Klinger, who has been with Alsop Radio, Inc., since it was or-ganized (under another title) 1934, resigned this week to open his own agency, the Klinger Advertising

Has Madison Personal Loan ac-count for New York City.



RADIO PROMOTION MAN

A yoning man now on the contact and copy staff of a leading 4-A agency believes he has a flair for media promotion. He is able to handle station publicity, as well as to manage all advertising detail from copy to plate. He is, also experienced in the production of various types of visual presentations; He wants \$60 a week to start and may be reached by writing to "Promotion" in care of this paper.



15,000 SCHOOL KIDS IN WHIO SPELLING BEE

15,000 Miami Valley School children are spelling themselves hourse for the right to appear before the mike in WHIO's Third Annual Spelling Bee, which started March 8. The "Bee" is aired for 30 minutes twice a week. School and parent interest is at a new high. To Miami Valley's Champion Speller, WHIO will award 5-day-all ex-penses-paid trip with an escort to Washington, D. C. In addition, special prizes will be given City and County winners, and a cup to the County Champion's School. Building listener good-will and response, a WHIO habit, h ilds sales for advertisers.

THE TEST STATION OF THE NATION

DAYTON, OHIO

JOHN BLAIR & CO. - Representative





Represented by E. Katz Special Adv. Agency

ADAM HATS-

SIDELIGHT ON LOCAL SALES

Report Hurja with Bulova

rde Bulova, watch and station magnate, is reported to have Emil Hurja, Postmaster General James J. Farley's statistician in the Democratic National Committee, associated with him in his station acquiring activities. Bulova's actual negotiator in the various deals is
Harold G. Lafount, who was with the old Federal Radio Commission.
Bulova has been trying to get Irving Scherer of WHBI, Newark,
which has a seventh of the time on 1250 kc, WNEW'S channel, to
give up his franchise. With WHBI out of the picture WNEW wouldbecome a full time outlet, but Scherer refuses to sell under any circiumstances.

Attempt to check the Hurja angle last week with Bulova failed to

cumstances.

Attempt to check the Hurja angle last week with Bulova failed to get beyond Bulova's hired hands. Hurja resigned recently from the Democratic National Committee. Bulova last week acquired WLWL,

WHAS REVISES POLICY

Fermerly Apprehensive About Play-By-Play roadcasts

Louisville, April 20.

WHAS is airing Louisville Colonels American Association games, starting with the game here between Toledo and Louisville Sat-urday (17). Home games will be remoted direct from Parkway Field, while games out of town will be taken off the ticker, and play-by-play account delivered by local an-nouncer:

Joe Wheeler, WHAS sports spieler, will handle the broadcasts from Parkway Field as well as the tele-graphic reports, without the aid of graphic repo an assistant.

an assistant.

General Mills sponsoring on behalf of Wheaties. This season marks the first in which WHAS has been receptive to carrying full schedule of baseball broadcasts, its contention previously having been that daily play-by-play airing would surfeit listening audience with too much baseball.

KMTR's New Layout

Hollywood, April 20.

Vic Dalton has been forced to move KMTR off United Artists lot and is setting up new quarters on a four-acre site recently purchased. Picture company, issued the vacating order and will use the property to take care of an expansion program. gram. New radio studio will have a thea-

WCKY in Traffic Court

WCKY has deal to broadcast from traffic court starting this Friday (23). Will occupy half an hour, 9-9:30, on safety angle.

Judge Joe Goodenough okayed,

Robinson Set, Rolf Repeats
Edward G. inson has been set
by the William Morris office, for
dates on Kate Smith shows April 29
and May 13.
Agency also has placed Erik Rolf
for repeat on Vallee show tomorrow
(Thursday) night.

87 HRS. IN N.Y.C.

Schillin Agency Placements for Retailers Notable-Former Partner with WNEW as Sales Topper Draws \$37,000 Annually

TOPS WEBS

Some hint of the financial scope of purely local radio to those on the sales end the rich New York market is conveyed by the estimate made by one local agency this week of its time placements and the reputed salary of its former partner who is now sales manager of one of the independent Manhattan stations. Schillin Advertising agency the

Schillin Advertising agency, the outfit involved, has under sponsorship a variety of local advertisers in Greater. New York, some 87 hours of air time per week. Largest number of programs are 15 minutes or less.

Agency has 14 full-hour broad-casts, 54 half-hour programs, 148 15-minute stints, 27 five-minute periods and 412 one-minute spot anperiods and 412 one-minute spot an-nouncements on the airwaves per week. Biz has been running 25% ahead of the same time for first three months this year with indications that summer bookings will be 30% ahead of 1936... Manner in which time split among stations follows: WOE (also two other Mutual chain stations), three 30-minute periods, WNEW—31 half-hour; 65 15-minute

ONE AGENCY SETS KOMO-KJR, Seattle, Adopts House Rules for Its Account Salesmen

Canadian Rate Cards

Canadian stations" rate cards often include informati not usually found on American answers to how much?" Some of the into passed on includes: for the stations that can be picked up in area, the attitude of local dallies toward radio, those maintai ing columns, etc.

etc.
Also merchandising and other policy matters are often explained in more detail on the Canadian rate cards.

rograms and periods; -mi 120 announcements.

WMCA—Six half-hour; 25 15-mi periods, 100 announcements.

WHOM—14 half-hour; 15 15-min. periods; 18 5-mi programs; 60 an-nouncements.

WAAT—Seven one-hour shows; 33 5-mi periods; 60 announcements, WHN—Seven one- 72

announcements. WHBI-Ten 15-minute shows. Herman Bes, sales irector for WNEW, N. Y., and former partner of Schillin, is reputed to earn a flat salary of \$750 per week or in excess of \$37,000 annually. New recent agreement is reported to supplant former pact calling for \$20,000 per

vear. Network salesmen average from \$50 weekly to \$10,000 annually, with Mutual tops in monetary distribution and NBC reported paying the lowest of the three in N. Y.

KOMO-KJR (NBC) announces radical change in national spot business over these stations with H. M. Feltis, commercial manager, appointing Arthur Gerbel, Jr., as head of national advertising department. In addition to creation of this new diston, local sales department was revamped with assignment of certain accounts originating in agencies to individual salesmen. In this set-up each local agency

to individual salesmen.

In this set-up each local agency will have one commercial representative from these stations to pay the luncheon checks. Feltis also said that each local salesman will handle prospective accounts for only a period of 13, weeks unless the legman clicks. In order to further classify the division of accounts not handled through agencies, each salesman has a list of classifications assigned on a six months basis to conjuct all accounts in these classifications. Commercial staff now consists of W. B. Stuht, J. F. Hiddleston and C. L. Harvis.

Stuht, J. F. Hiddleston and C. L. Harris.
With new national ivision now in operation a uniform merchandising policy has been adopted for all accounts, local and national, 100 letters free, with exception of stampe, display setups, contacting key distributors, auditions in studio, arranging for other service, through local direct mall, graits announcements week prior to starting date and first week of campaign.

Bill Seymour, from radi fan mas, now editing news and chalk-ing continuity for WKRC, Cincin-nati.

THEY WERE SURPRISED

Carl Myers, WGN-Jack DeWitt, WSM-I. R. Baker, RCAand other engineering authorities at Havana Conference were running over the dial on a big radio, testing to find which American radio station came into Cuba with the best signal.

THEY WERE SURPRISED-THE WINNER WAS WCKY

CUBA HAS KNOWN IT FOR AGES!

L. B. WILSON Ten Kilowatts Very Soon

for 30 years.

Robt. Leefers at WMT

Cedar Rapids, "April 20.
Robert C. Leefers new on WMT.
Robert St. Leefers new on WMT.
Robert St. Leefers new on WMT.
Robert St. Leefers new on WMT.
Leefers has been in show busi

Ted Collins Handles Crowley

Ted Collins has taken Fordham's football coach, Jim Crowley, under exclusive air contract.

Crowley will appear in series of guest-gabs on Kate Smith's General Foods' program. Last autumn the cocah did pair of appearances on Miss Smith's A. & P. vari



"BARON MUNCHAUSEN" JACK

KOOL CIGARETTES -10 P. M. E.S.T.—Fridaye NBC Network & S. LYONS, Inc.

MYRT MARGE

Colgate-Palmolive-Peet P.M.—Mon., Tues., V Thurs., Fri. WABC - CBS

"The Romantic Voice"

JERRY

Procter & Gamble DRENE SHAMPOO THURSDAY, 7:45 O.M. COAST-TO-COAST WJZ

F.C.C.'S WASHINGTON DOCKET

DECISIONS

Washington, April 20.

Alabama: H. Davis, Mobile, application for new station to be operated on 610 kc with 250 watts nights, 500 watts days, denied as in cases of default.

California: KHSL, Golden Empire Broadcasting Co., Chico, denied petition to operate under new assignment of 1260 kc with 250 watts, pending compliance with Pule 140.

Chico, denied petition to operate ment of 1260 ke with 250 watts, pending compliance with Rule 131.

Colorade KLZ, Denver, commish dismissed without prejudice application for new station to be operated on 1210 ke with 100 watts nights, 250 watts days (dismissed petition of Colorado Radio Corp. to interven in hearing of above application).

Florida: WDBO, Orlando, granted daytime power boost from 1 to 5 kw.

Georgia: WAYX, Waycross, crease from 100 to 250 watts.

Michigan: King-Trendle, Detroit, granted extension of authority to transmit programs from WXYZ, Detroit, to stations of the Canadian Radio Commission.

Minnesota: KSTP, St. Paul, granted consent to it voluntary transfer of control of the National Battery.

Broadcasting Co., from Lytton J. Shields, deceased, to the present stockholders' legal representatives—the First Trust Co., St. Paul, Helen B. Shields and Frank J. Anderson, representatives of the estate.

NEW APPLICATIONS

Arizona: KCRJ, Charles C. Robinson, Jerome, install vertical antenna, boost power from 100 watts to 100 watts nights, 250 watts days, change hours of operation from specified to unlimited.

vertical amenna, Doost power from 100 watts to 100 watts nights, 250 watts days, change hours of operation from specified to unlimited.

Arkansas: Ward Optical Co., Fayetteville, new station to be operated on 1310 kc with 100 watts.

California: KQW, Pacific Agricultural Foundation, Ltd., San. Jose, erect vertical antenna, boost power from 1 kw to 1 kw nights, 5 kw days; R. M. Dickinson, San Diego, new station to be operated on 890 kc with 1 kw nights, 5 kw days.

Georgia: Brenau College, Gainesville, new station to be operated on 1420 kc with 100 watts nights, 250 watts days; Arthur Lucas, Savannah, new station to be operated on 1310 kc with 100 watts.

Illinois: WBBM, Chicago, change hours of operation from simultaneous days, synchronous nights with KFAB, Lincoln, Neb., to unlimited (contingent on KFAB being granted frequency change).

Indiana: Curtis Radiocasting Corp, Richmond, new station to be operated on 1420 kc with 100 watts nights, 250 watts days.

Michigan: Genesee Radio Corporation, lint, new station to be operated on 1200 kc with 100 watts nights, 250 watts days.

Minnesota: KATE, Albert Lea, new station to be operated on 1420 kc with 250 watts; WMIN, Edward Hoffman, St. Paul, change frequency from 1370 to 1400 kc and boost night power from 100 to 250 watts; Southern Minnesota Supply Co., Mankato, new station to be operated on 1500 kc with 100 watts nights, 250 watts days.

dys.souri: KFRU, Columbia, install vertical antenna, increase power from 500 watts nights, 1 kw days, to 5 kw; KXBY, First National Television, Inc., Kansas City, increase power from 1 to 5 kw. Nebraska: KFAB, Lincoln, install new transmitter and directional antenna for night use, change frequency from 770 to 1080 kc, power from 10 to 50 kw, hours of operation from simultaneous days, sharing with WBBM, Chicago, nights, to unlimited.

North Carolina: WFNC, Fayetteville, new station to be operated on 1310 kc with 250 watts days only; Burl Vance Hedrick, near Salisbury, new station to be operated on 1340 kc with 1 kw, days only; WEED,

RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

William Avera Wynne, Rocky Mount, jump power from 100 watts nights, 250 watts days, to 500 watte, change frequency from 1420 kc to 1240 kc, change hours of operation from unlimited days, sharing will WCHY, Charlottesville, Va., to unlimited, and install

hours of operation from unlimited days, sharing with WCHV, Charlottesville, Va., to unlimited, and install directional antenna for night use, North Dakota: KRMC, Roberts-MacNab Co., Jamestown, change frequency from 1310 kc to 1370 kc and hours of operation from simultaneous days with KVOX, Moorhead, Mi , sharing with KVOX nights, to unlimited.

hours of operation from simultaneous days with KVOX, Moorhead, Mi , sharing with KVOX nights, to unlimited.

Ohio: William F. Maag, Youngstown, new stati to be operated on 1420 kc with 100 watts, daytimes only.

Okfahoma: Harry, Schwartz, Tulsa, new station to be operated on 1310 kc, with 250 watts, days.

Oregon: KSLM, Salem, change frequency from 1370 kc to 1360 kc, jump power from 100 to 500 watts.

Pennsylvania: WFIL, Philadelphia, install directional antenna for day and night use, increase power from 10 to 5 kw.

Puerto Rico: United Theatres, Inc., San Juan, new station to be operated on 570 kc with 1 kw.

Texas: Radio Enterprises, Inc., Lutkin, new station to be operated on 1810 kc with 100 watts, days only; E. B. McChristy, Brownwood, new station to be operated on 63 kc with 520 watts, days; KONO, Mission roadcasting Co., San Antonio, voluntary assignment of license to Eugene J. Roth.

Washington: KPQ, Wenatchee, change frequency from 1500 to 1360 kc, boost power from 100 watts nights, 250 watts days, to 1 kw.

West Virginia: WSAZ, Huntington, boost day power from 1 to 5 kw.

from 1 to 5

EXAMINERS' REPORTS

EXAMINERS' REPORTS

Michigan: Twin applications for new stations for Escanaba were recommended for the waste-basket by Examiner R. H. Hyde. Request of W. H. Marolf for a 100-watter on 1500 ke should be denied, Hyde told Commish, since the applicant failed to show at the hearing. Escanaba Daily Press, seeking the same assignment except for its bid for daytime power only, asked for too many continuances of its hearing and therefore should be dismissed.

Tennessee: Scuffle for a new station for Johnson City was temporarily ended when Examiner George H. Hill gave the Johnson City Bradacasting Co. the inside track, leaving Richard M. Casto, seeking the same assignment, trailing. Requests were heard separately, though Casto asked that the two cases be consolidated in one report.

Johnson City. Broadcasting comprising W. Hanes Lancaster, well-to-do citizen, and J. W. Birdwell: amateur radio operator, proposes to erect a \$15,000 transmitter on 1200 ke with 100 watts nights, 250 watts days. Operation would be supervised by Birdwell, who has been employed by various radio stations.

Birdwell, who has been employed by various radio stations.

Several pending applications stand in the way of the granting of the application, one involving a new station for Kingsport—20 miles from Johnson City—asking operation on 1210 ke with 100 watts days. Another request from Knoxville asks the same frequency as the applicant, Both of these applications, if granted, would cause objectionable interference to some degree, Examiner Hill stated.

In view of the sound financial standing of the applicant concern and the apparent need for additional service in the area proposed to be served. Hill recommended that Johnson City Broadcasting Co. be given Commish preference over the other contenders.

Attorneys appearing in the three Tennessee applications were as follows: representing the Johnson City Broadcasting Co., John B. Brady; Knoxville Journal Broadcasting Co., Paul D. P. Spearman; Richard M. Casto, Paul M. Segal and George S. Smith.

ARMSTRONG ISCHMANN

* LOUIS *

(J. Walter Thompson)

9 P.M. E.S.T. Every Friday, WJZ ine Network

Paramount, New York This Week, April 14

DECCA RECORDS

MGT. JOE GLASER ROCKWELL-O'KEEFE



baker

GREAT
AND EDITOR
GULF REFINING

EASY

ADCA YE'AR FU. SAMPLE 'NC. BLACKETT HUMMERT, INC.

NACIN



TWICE WEEKLY

The Dynamic Musical Personality



26 Weeks Const to Coast for 1847 Rogers Bros.

ersonal Appe: for Summer Months as **Guest Conductor**

with His Thrilling Musical Novelties 609 West 115th Street NEW YORK CITY

Outstanding Stunts:

BASEBALL BALLYHOO WHN, NEW YORK

BOY SCOUT PROGRAM KJR, SEATTLE

Whoop Up Baseball Start New York City. Al Simon, p.a. at WHN, has worked up campaign to draw inter-



MGT., ED WOLF-RKO BLDG., NEW YORK CITY

est to fact station will air ball games of Jersey City (Int. League) club this season for General Mills.
Ted Meyn, organist at Loews, Jersey City, current week is using special organ solo to ballyhoo baseball start, and plugs the broadcasts; owned WHN. Last night (Tuesday) at theatre some of the Jersey Leaven were on stage and introid to audience by City Commissioner Arthur Potterton; Joe Bolton, of WHN, also on rostrum.
Tonight on Bolton's sports spiel on ratation he will have as guests Travis Jackson, Bill Terry and Horace Stoneham, of the Giants.
For opening troadcast Thursday (2), a decorated bus will run overstat of the control of the con

Scout Program

Seattle.

Scattle.

Bon Marche department stores is sponsoring a quarter-hour evening program over KJR devoted, to Boy Scout activities. Broadcast Wednesday evenings from 645 to 7 o'clock with Bob Ackerley, KJR news announcer, handling.

Each week an aw is made to

IRVING REIS

the scout troop in Western Washington for outstanding service of the week. Program is produced by KOMO-KJR production department and dramatizations by staff actors. Each script is submitted to Scout official Scout outstand the staff script is official Scout outside Scout outstand the script is official Scout outsider with natural tie-in.

Timothy Goodman, g.m. of WKRC, Cincinnati, back on job after month's bake on Miami Beach.

Fred Allen

Portland Hoffa

in "Town Hall Tonight"

SAL HEPATICA IPANA

WEAF-Wednesdays 9-10 P.M. DIL WALTER BATCHELOR

WILL WRIGHT
SUSTAINING, WABC

"Irving Rels, who produces CBS,
Workshop on Sunday; nites over the
active much too long, it getting not
the much too long, it getting not
an acutely repiditions."

William Relation of the script used
was acutely repiditions."

William Relation of the script used
was acutely repiditions." Bert—'Variety.'

Dear Bert Don't get repetitious. Why didn't you just say lousy?

P.S.—Thanks for spelling my nam

KGLO EXECS TRAVEL TO WOO NAT'L BIZ

Mason City, Ia., April 16.

KGLO, local 100-watter three months old, busily engaged trying to get on to national advertising map. C. Eighney, station's manager, in Chicago this week on time-selling mission. Lee P. Loomis, secretary-treasurer of station, heads for New York next week with similar purpose. Staff changes at KGLO include addition of Myrtle Mooney as staff artist. Warbler was formerly with WSM and WIAG, 'Nashville, Tenn., and WTJS at Jackson. Tenn. Roger. Sawyer of WIBU at Poynette, Wis. Joins staff as operator. Station broke its mark for remotes this week, with 25 plus 14 daily newscasts from Globe-Gazette newsroom. Six Man on Street chats, four cooking school remotes, nine from Building Show, four from Surf ballroom at Clear Lake, organ recital from church, and Gov, N. G. Kraschel's remote from Des Moines helped do the trick.

Lee Box Blurbs Plentiful

Ice Box Blurbs Plentiful

Ice Box Blurbs Plentiful
Memphis, April 20.
WHBQ has no cooling system, but
this summer announcers can psychologically stave off the heat by the
numerous blurbs they'll be making
for refrigeration. accounts.
Sponsoring programs and spots on
station are Westinghouse, Norge;
General Electric, Fairbanks-Morse,
Shelvador, Frigi ire, Grunow, Kelvinator, Servel lectrolux, Coolerafor, Vital-aire and Condition-Aire.

Sterling Fisher Joins CBS
Sterling Fisher, new director of educational and religious programs at CBS, replacing Ed Murrow, who sails today (Wed.) to remain abroad as Columbia's European rep, stationed in London.

Fisher came over from the N. Y.

Tony Cabooch, now with WHO, Des Moi , starts tour of Iowa theatres in next ten days.

IT'S ALL NEW

KANSAS CITY, MISSOURI

Showmanship Calendar

(MAY, 1937)

(Showmanship being largely dependent on stunts, e-ups, etc., in connection with established holidays tie-ups, etc., in connection with established holidays and events, Vantery presents each month a calendar extracted from material copyrighted by the National Retail Dry Goods Assn.)

SPECIAL WEEKS DURING MAY

National Golf Week, May 1 to 8; sponsored by the Sporting Goods Dealer, St. Louis, Mo.

National Egg Week, May 1 to 7; sponsored by the National Poultry Council, East Greenwich, Rhode

National Music Week, May 2 to 9; sponsored by the National Music Week Committee, 45 W. 45th St., New

National Music Week Committee, 45 W. 45th St., New York City.

National Baby Week, May 3 to 8; sponsored by Earnshaw Publications, 71 W. 35th St., New York City.

National Restaurant Week, May 3 to 9; sponsored by the National Restaurant Association, 666 Lake Shore Drive, Chicago, Ill.

Children's Science Fair, May 9 to 16; sponsored by the American Institute, 60 E. 42nd St., New York City.

National Raisin Week, May 9 to 15; sponsored by the Fresno County Chamber of Commerce, 1039 H. St., Fresno. Cal.

National Raisin Week, May 9 to 15; sponsored by the Fresno County Chamber of Commerce, 1039 H St., Fresno, Cal.
National Life Insurance Week, May 10 to 17; sponsored by the National Association of Life Underwriters, 11 W. 42nd St., New York City.

Feace Week, May 12 to 18; sponsored by the Three-fold Movement, Hotel New Yorker, New York, City.
Foreign Trade Week, May 16 to 22; sponsored by the U. S. Chamber of Commerce, Washington, D. C.
National First Aid Week, May 16 to 22; sponsored by the National Association of Retail Druggists, 205 W. Wacker Drive, Chicago, Ill.
National Tennis Week, May 22 to 29; sponsored the Sporting Goods Dealer, St. Louis, Mo.
Peetry Week, May 23 to 30; sponsored by the New York State Federation of Women's Clubs, 19 W. 44th St., New York City.
Buddy Poppy Week, May 23 to 30; sponsored by the Veterans of Foreign Wars, 1650 Broadway, New York City.
National Cotton Week, May 31 to June 6; sponsored

National Cotton Week, May 31 to June 6; sponsored

by the Cotton Textile Institute, 320 Broadway, New York City.

SPECIAL DAYS DURING MAY

- (1) May Day or Child Health Day; also Moving Day in most large citi
 - (2) Rogation Sunday.
 - (6) Ascension Day-parochi
 - (9) Mother's Day.

- (9) Mother's Day.
 (10) Confederate Memori
 Carolina, and South Carolina
 (11) Minnesota admitted to the Union, 1858.
 (12) CORONATION OF KING GEORGE VI IN
 LONDON; also National Hospital Day.
 (15) Straw Hat Day in many cities; air mail service
 established, 1918; West Coast Relays.
 (16) Jewish Feast of Weeks (Shavouth), 1st day
 (begins sunset: previous day); Whitsunday.
 (17) First Kentucky Derby, 1875; Jewish Feast of
 Weeks (Shavouth), 2nd day (begins sunset previous
 day). Weeks (Shavouth), 2nd day weeks (Shavouth), 2nd day).

 (18) International Good Will Day.
 (19) Outdoor Cleanliness Day.
 (21) Colonel Lindbergh's Flight to Paris,
 (22) National Maritime Day.
 (23) Trinity Sunday; South Carolina joined the
 Union, 1788.
 (24) Telegraph first ridge
 opened, 1883.

 (28) Birthday of Ralph Waldo Emerson, 1803.

- pened, 1883.
 (25) Birthday of Ralph Waldo Emerson, 1803.
 (28) Birthday of the Dionne quintuplets, 1934.
 (29) Rhode Island joined the Union, 1790; Wisconsin inned the Union, 1848.
 (30) Memorial Day; Confederate Memorial Day in
- irginia.
 (31) Memorial Day Holiday (except in Alabama, Georgia, Arkansas, Flori Louisiana, Mississippi, North Carolina, South Caroli Texas).

Sales promotion note: May accounts, on the average, for 8.2% of the department store's annual volume, ranking fifth among all months. Best sellers are: furniture, house furnishings, apparel, piece goods.

PHILLY STATIONS PROTEST WSAI, CINCY,

ant to

twice daily

Unite to Resist New 1570 Grant for 1,000-Watter

Philadelphia, April 20.
Understood that three Philly stations will make strong fight tomorrow (21) when F.C.C. holds hearing on request for license by Philadelphia Broadcasting Company,
Outlets that will bark loudest against

Outlets that will bark loudest against potential competish are WFIL, WIP and WDAS. KYW and WCAU also will probably have Washington attorneys attend hearing, but not expected to make active objection.

Application is for 1,000-watter at 1570 'kilocycles. Some speculation as to who is behind corporate tag, but generally believed to be Tom Harkins, free-lance time salesman. Doc Levy, WCAU prexy, denied strongly to VARIETY that he was interested.

newsmen and announcers.
Paul Sullivan, on WLW for many
months, began doubling on WSAI
Monday (19) for a summer stretch
of quarter hour periods, five nights
weekly, under label of Capitol Barg,
dry cleaners. Account through the
Fred Ziv agency.
Station received its first orders for Station received its first orders for spot announcements of national advertisers last week: Procter & Gamble's Crisco, through Compton agency, N. Y. C.; P. & G. Camay, through Pedlar & Ryan, N. Y. C., and Sohio Gas, through McCann-Erickson. All

SPREADS WINGS

directed by Bob Jennings, as assistill Hedges. Has access to

talent of WLW musici , arrangers scripters, vocalists, dramatic people,

newsmen and announcers.

incinnati, April 20. Policy of rejuvenation at WSAI is

Red Barber, sports chieftain of Red Barber, sports chieftain of both stations, broadcasts the Reds' games on WSAI for Wheaties and Sohio. He's been lined up for pre-and post-game periods on baseball and general sports for Strettman Biscuit Co. and Felsenbrau beer. All Helfer assists Barber at the mile. Spot announcements on Barber shots for Ernest's toggery. Benn dry Ernest's toggery, Renu dry iners, and French Bauer, Inc.

for Ernest's toggery, Renu dry cleaners, and French Bauer, Inc., milk and ice cream.

Another new commercial program on WSAI is the talent hunt among high school students for Rudolph Wurlitzer Co. It's a Saturday foremon 60-minute stanza, originating in Crosley studios, where auditions are conducted on Thursdays.

New script show on WSAI, a sustainer, titled "Trouble Ahead, aired night except Saturday and Sunday from 645 to 7. It's a domestic serial with a Cincy locale. Written and directed by Larry Menken. Has Jack Marks and Muriel Vincent. in leads.

WIRE Feeds Web. Not Self Indianapolis, April 20.

Indianapolis, April 20.
WIRE handled special program
Monday (19) for NBC-blue, but
couldn't pipe it to its own listeners
due, to schedule conflict. Occasion
was meeting of the Labor Non-Partisan League at Tomilson Hall here,
with George Barry in, charge, and U.
S. Attorney General Hömer-Cummings as the principal speaker.
Pulliam, owner of WIRE, put the
line in to the meeting place gratis,
and then was lett holding the sack
in so far as his own station carrying!
the program was concerned.

the program was concerned.

HEARST IN PITTSBURGH

Profits on WCAE Revealed in SEC Report

inancial details of Hearst's radio station WCAE, owned and operated by the Pitt Publishing Co., which also publishes the Pittsburgh Sun-Telegraph were revealed recently through filing of statements with the SEC in Washington. Info was filed as required by law by Hearst Publications, Inc., prior to issuing of 22½ million dollars debenture this month. Net operating profit as shown is as follows:

bllows: 1931 \$34,486.10. 1932 97,422.13. 1933 122,845.87. 1934 111,976.95. 1935 127,095.16. 1936 247,053.16.

Bob Cropan and Hal ie augmenting spieling staff at WNBC, New Britain, Conn.

GANNETT EXECS PUSH WHEC 'TOWN MEETING'

Rochester, N. Y.

Interest of certain

cials in civic problems puts Satur-day night 'Town Meeti ' program

day night "Town Meeti" program on WHEC's must list for extra play including heavy bally Times-Union.

Pleas over the air for a single police system to serve Rochester and surrounding towns was given a three-column spread in the Monday T-U ith pictures of the speakers, George J. Nier, former commissioner of public safety, and John A. Doyle, Brighton police commissioner.

KSO-Wheaties Deal

Des Moines, April 20.

Des Moines, April 20.
General Mills (Wheaties) will use all out of town Des Moines Western League baseball games and when in town will use quarter-hour evening programs built on interviews around the team. Gene Shumate will handle the programs for KSO and prior to the opening games, on May 4 will attend spring practice for inside dope on the players.

Placed by Knox-Reeves, Mi apolis.

Paint Up Week at KCKN Kansas City.

., April 20 Kansas City, April 20.

KCKN, Kansas City, Kan, tied up with the local newspaper, K. C. Kansan, to promote a 'paint-up, fix-up week.' On the eve of the week's enterprise the station broadcast the text matter on the subject in a page and financed by local business interests. Officials of the Junior Chamber of Commerce took part in the broadcast as well as the local mayor. Program was arranged by Ralph

Program was arranged by Ralph Nelson, KCKN's director of special



THAT'S WHERE & GET WKY • Oklahoma dealer, are quick to talk business with the sales-man who talks WKY because the salesman who talks WKY is talking MORE BUSINESS for the dealer. Affiliated with The Daily Oklaheman. The Ti , and The Farmer-Stockman

KFEL "LATE SPORTS" REVIEW

Has been sold to the Denver Chevrolet Dealers on a six days a week basis

ALLON, KEEL SALES MGR., ALBANY HOTEL, DENVER

The NATIONAL BROADCASTING COMPANY and WALTER BATCHELOR

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3 B. B. C. BROADCASTS Weeks May 3 - 10 - 17

2 TELEVISION BROADCASTS

May 6th and 8th

APPEARING IN PARIS DURING **EXPOSITION MONTH OF JUNE**

Thanks to the Music Publishers, The Press, National Broadcasting Company, The various sponsors for whom I have been guest star, to the Waldorf-Astoria Management, to William Wirges for hi valuable co-operation and to my many friends—

EUROPEAN MANAGER — HENRY SHEREK PRESS REPRESENTATIVE — SIDNEY SPIER PERSONAL MANAGER — ANNA SOSENKO

enth Grand National musical west-

Marion Sunshine back in N. Y. after a winter in Florida, with a new song, 'I Got a Guy.' Joe Davis publishing,

Ann Ronneil introduces her latest tune, "The Little Tailor," Ben Bernie's broadcast April 27. Herman Croner · doing arrange-ments for Paul Whiteman.

The swingsters will find these to their liking, incorporating the cream of the jam crop: Benny Carter's versions of owner of the jam crop: Benny Carter's versions of owner of the jam crop: Benny Carter's versions of the jam crop: Benny Carter's versions of the jam crop: Benny Carter's versions of the jam crop of the



R. A. O. BUILDING

horn for the cats (Br. 7848). Johnny Hauser is featured herein vocally. Tommy Dorsey cuts up with three from the Gershwins filmusical on Vil Laughed and Beginner's Luck' on one, and They Can't Take That Away from Me with 'Rain in My Eyes' (a pop) on the other. It's in Dorsey's standard sweet-hot style, Edythe Wright, per usual, vocalizing in the main, and Jack Leonard contribing in passages and the generally advanced Dorsey style are given full reign in this set of tunes. Brother Jimmy Dorsey on the competitive Deca 1187 shows how with Listen to the Mocking Bird' and Pinky Tomlin's The Love Bug Will Bite You,' Ray McKinley vocalizing.

Gus Arnhelm closed at the Nicolett hotel, Minneapolis, April 22, and will one-nite it east to open at the Hotel New Yorker Terrace, May 4. R-O'K' booked.

Co.

BEADED CRTY

Shapiro - Bernstein &

LOUIS BERNSTEIN, President ME SIC PUBLISHERS

DECCA - CRUMIT TEST VS. WHN UP MAY 3

Decca Records. last week scored i its first move toward establishing a property right in a phonograph recording when Justice Hammer in N. Y. supreme court granted the manufacturer's motion for leave to intervene in the suit of Frank Crumit against WHN, New York, Backed by the National Association of Recording Artists, Crumit is seeking to resrain the station from airing his records without first obtaining his permission.

Decca stepped into the litigation with a claim that if any one had a property right in Crumit's records it was Décca and that if any licensing of such records was to be done, the authority belonged to Decca and graph recording when Justice Ham-

property right in Crumit's records it was Decca and that if any licensing of such records was to be done, the authority belonged to Decca and no one else. Decca further contended that the contract which Crumit had signed with Decca waived all rights it the record to the company. Crumit's complaint had posed the argument that all which the singer had sold was the right to use his interpretations on home phonograph machines and that any unauthorized public use of such interpretation was an infringement on his common law property right and also constituted unfair competition.

In nodding to Decca's request, Justice Hammer set the original case for trial May 3 and ordered that copies of all papers exchanged in the case so far be given Decca. Another case growing out of the Crumit-WHN litigation is the one which Crumit has pending against Decca in the City Court. On a motion by Decca counsel Judge Byrnes in the latter court Monday (19) took the case off the commercial, or preferential, docket. The court found that it didn't belong there because it wasn't an action for work by services actually performed.

In his suit against Decca Crumit i asking for damages of \$1,400, claiming that the recording outfit had not given him opportunity to complete an old contract. Decca and Crumit got into a tangle when the latter insisted that a new contract which had been offered him contained a clause giving him the exclusive rights to public performances of his records.

Dmltri Tiomkin, who composed Monday (19) to Coast to do score for Universal's 'Road Back.'

Paul Kane's band, late of the De Witt Clinton hotel, N. Y., succeeds Train From Madrid.'

Train From Madrid.'

Tex Ritter cleffing two tunes to modore hotel, N. Y., on June 3.

Last Week's 15 Best Sellers

[The trade will be interested in comparing the selling relativity to the most-played-on-the-air tabulations, shown elsewhere in this department. Song title and publisher of the best selling 15 are included; only the title of the song is recorded in the air plugs.] included; only the title of the song is recorded in the air plugs.]

Boo Hoo Shapiro Holistic Chappell What Will I Tell My Heart? Crawford Moonlight and Shadows Popular Will You Remember? Schirmer When the Poppies Bloom Agai Shapiro Love Bug Will Get You. Santly-Joy When My Dreamboat Comes Home Witmark September in the Rain. Remick Blue Hawaii Famous Trust in Me Ager Swing High, Swing Low Famous Sweet Leilani Peist Where Are You? Select When the You Schieb Harms Feist Where Are You? Select Harms Indicates filmusical song. roduction son others are pops.

Milton Royce and Jan Rubini have signed with Irving Mills for publication of three songs, 'She' Got a Way That Is Taking,' 'Roamin' the Rangeland' and 'I'll Tell the World.' Something Has Happened,' which Royce and Josef Myrow recently, wrote for Columbia's picture, 'Racketeers in Exile,' also is being published by Mills.

Jack Mills has bought the American rights to "McDougall, McNabb and McKay," a Scotch rhythm number, from Cecil Lennox and to 'I Once Had a Rose' from Francis, Day & Hunter. Both are London firms.

Frederick Hollander, Paramount srederick Hollander, Paramount composer, copped quarterly prize of American Society of Composers, Authors and Publishers for best song during that period, 'Moonlight and Shadows.'

Jay Gorney has sold two tunes, 'My Sketch Book,' and 'What Do You Think?' to Mark L. Scroggins, Broadway producer, for use in a stage musical.

Lee Robin and Frederick Hollander the Dark, which will be used in 'Artists and Models,' Jack Benny starrer at Paramount.

Warren and Dubin have cleffed 'If I Were a Little Pond Lily,' to be warbled by Kenny Baker in War-ners 'Mr. Dodd Takes the Air.'

In a Little Castilian Garden' has been turned in by Burton Lane and Ralph Freed for Par's 'The Last Train From Madrid.'

Music Notes

Inside Stuff—Music

a seven-year-old suit brought by D. Davis & Co., of Australia, against Warner Bros., the Brunswick Radio Corp., and the Brunswick-Balke-Collender Co. had been dismissed Thursday (14) in the N. Y. Supreme Court, counsel for Davis sought to stay the defendants from entering judgment. Motion was argued Monday (19), ith decision being reserved.

reserved.

Action was started in 1930 but never got beyond the summon service stage. When WB took over the B-B-C outfit it entered into a contract with Davis, Anzac publisher, relieving him of the Brunswick Record representation in that country. Davis or i inal idea in suing was for an accounting of runswick's profits subsequent to the settlement deal. Davis was to shar in such profits.

ismissal move was based on Davis' failur int and prosecute the acti ithin a reasonable ti

Canterbury Tales' is a three-part modern violin suite, based on the British royal romanee, which its composer (Miss) Audrey Call recorded Fri (16) for Master. It's sub-divided into three movements—To a Lady from Baltimore, followed by The ishop Checkmates' and The Duke Takes a Train.

Irving Mills, who heads the Master and Variety records, has lined up another new maestro-arranger, Frank Marks. And still another combo, to be labeled Mills' Swyngophonic Orchestr the Variety releases) is comprised of Babe Rusin, Larry Binyon and Paul Ricci, saxes; Manny Weinstock, Charles Spivak, trumpets; Frank Marks (see above), iano; Sam Weiss, dru Arthur emstel Karl Kress, guitar.

ne of the things that the board of directors of the American Society of Composers. uthors and Publishers will have to decide after John G. Paine takes office as general manager is whether it wants him to continue as a member of the National Council for Industrial Progress. It's one of those labor-capital co-operation setups created by the present Washington administration. Paine was appointed as a representative of the employer or management faction.

Management inbow Room, Radio City, last week asked the New York Musicians' nion to use its influence in getting Ray Noble to pay a \$150 food and beverage bill which the band man accumulated while playing the spot. It's the first time that made a similar approach to Local 802.

Noble is currently on the west coast.



WATCH! LOOK! LISTEN!

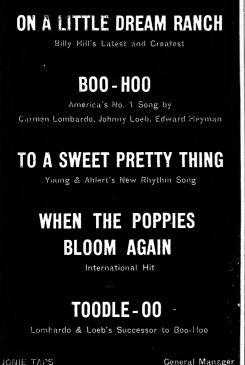
SPRING CLEANING

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IRVING BERLIN, Inc. 799 7th Ave. New York

HARRY LINK, Gen Prof. Manager

The New Song Hit of the New Season!



UNION RAPS CUFFO SWING

Writer-Publisher Angle on Exec Shift JAM SESSIONS

Paine, Moving into ASCAP, Extends Olive Branch to Broadcasters

Publisher members of the American Society of Composers, Authors and Publishers are puzzled by

port that the National Association of Broadcasters has come to the conclusion that when John G. Paine replaces E. G. Mills as general manpieces E. G. minis as general manager of ASCAP the publishers will be in a position to sit high in the organization's saddle. This impression is alleged to have been passed on to ASCAP writers.

on to ASCAP writers.
Interence made by the NAB, according to these pubs, is that Mills had always rated as a writers' man and that by assigning him to outside matters the publishers on the ASCAP directorate had effected a smart coup. Pubs regard the thing as ironic, in light of the fact that, the NAB has consistently in circular letters and at conventions singled out Mills for censure.

With two weeks to go before mov-ing over to his new post from the Music Publishers Protective Associa-Music Publishers Protective Associa-tion, Paine last week extended the olive branch to broadcasters in a lengthy circular letter, thanking them for their past co-operation and asking that they show the same spir-it of good will toward his successor, Harry Fox. Paine also expressed the hope that his association with the broadcasters in the new field, ASCAP, will be equally relevant. will be equally pleasant.

Paine's Letter

Paine's Letter

Paine's letter related that the MPPA had always in dealing with electrical transcriptions, sought to approach the problem constructively and with a view to being helpful to the business of the manufacturer and the broadcaster. We have sought, Paine added, to establish at all times our position without resorting too frequently to litigation. Rather have we elected to approach all problems as business problems and too seek ernestly for a proper business basis on which to carry on. We hope that it will never be necessary to change this policy. We believe that it will be unnecessary if we can obtain the full and complete cooperation of all interested parties in the furtherance of sound business principles.

FROHLICH TO MONTANA

ASCAP Attorney Expects to Join Western Counsel for Test

Louis D. Frohlich, of Frohlich & Schwartz, general counsel for the American Society of Composers, Authors and Publishers, will likely be on hand in Montana Friday (23) for ASCAP's legal battle to vacate a statute which bars the organization from doing business in that state. Issue to have the law declared unconstitutional will be tried before a special court of three Federal judges.

eral judges.

ASCAP has retained Montana counsel for what it considers one of the most important cases in its history, while the state's legal cotre will be reinforced by Washington State lawyers who fought the Society in the Washington State courts after ASCAP had been declared a monopoly and placed its state functions in the hands of a receiver.

Backing of the state attorney general's office in the anti-ASCAP measure facing the legislature was promised its author, Senator Frank Brady, this week by Attorney General Richard C. Hunter if and when tested before the Supreme Court.

tested before the Supreme Court.

Bill has been decisioned out of the
running 2 to 1 by the constitutional
committee, but Brady is going to
press it. Bill seeks to make ASCAP
illegal in Nebraska and ill bust up
any dealings by the musical society.
At a recent hearing radio, theatre
and dance pavilion men painted
ASCAP as a vicious trust.

Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the follow-ing songs were most played on the networks last week. Com-bined plugs on WEAF, WJZ the networks last week. Com-bined plugs on WEAF, WJZ and WABC are computed for the week from Sunday through April 12-18.

- Too Marvelous for Words

- Coarelessly
 Boo Hoo
 Where Are You?
 September in the Rain
 Little Old Lady
 Moonlight and Shadows
 Moonlight and Shadows
 When Love Is Young
 Swiest Is the Word for You
 What Will I Tell My Heart?
 Never in a Million Years
 Swing High, Swing Low
 How, Could You?
 Let's Call Whole Thing Off
 That Foolish Feeling
 My Little Buckarco
 Love Bug Will Get You
 Sweet Lellant
 To. A Sweet Freity Thing

- To A Sweet Pretty Thing
- *Blue Hawali
 On a Little Bamboo Bridge
 *I've Love to Keep Me Warm
 Big Boy Blue
 Trust in Me
 † My Last Affair
 *Indicates filmusical song.

- † Indicates stage production song. The others are pops.

M.P.P.A. BOARD **MEETS APR. 28**

Directors of the Music Publishers Protective Association will meet April 28 with a special committee to decide on the organization's new personnel and also to determine the functions of the two divisions into

functions of the two divisions into which it is proposed to split the association. One division will confine itself to licensing matters while the other will concern itself strictly with trade problems.

Although Harry Fox will head up the whole thing with the title of general manager, it is intended to bring in some one who will aid him in looking after trade situations, laws affecting the music industry, general credit conditions, international copyrights, policies relating to the granting of various rights, copyright legislation and the maintaining of good will among users toward the publishi industry.

JOE HOWARD A PUBLISHER

Copyrights Start Reverting Veteran Composer

Joseph E. Howard, vet songsmith. is music publishing independently He's dropped out of the Bill's Gay Mineties (M. Y.) nitery show to con-centrate on plugging his old catalog of songs. copyrights of which have reverted to him, and he's also issuing pops by Chic Adams, Alex Hyde, et al.

Late Charles K. Harris published most of Howard's songs and copyrights are periodically reverted to the ori inal author after the first 28 years have expired.

Renew 1903 Smacko

Copyright rcnewal Blossoms' has, been obtained by Shapiro, Bernstein & Co. from the writer's widow, Mrs. Lloyd Thompson. Tune was originally published by Will Rossiter.

'Clover' was hit in 1903 and sold over 1,000,000 copies.

FOR FUN N. G.

Pittsburgh Local Sees Musicians Enjoying Themselves for Benefit of Niteries and Hurting Prospects of Employment

A FAD

, April 20.

Impromptu jam sessions in burg's late spots have just been doomed by Musicians' Local 60 here. General order has just gone out to lay off, officials contending that practice been keeping down employment in niteries that might otherwise in-crease their budgets for music.

Situation, Local 60 insists, has become too acute recently not to bear watchi Usual thing of late here has been for flock of musicians to make the rounds after their own duties were finished, dropping in on hole-in-wall joints in early morning hours to jam it up, giving manage ment in return for few beers a 1 and 11-piece outfit for hours, only

Thing got impetus around here re-cently when Count Basie's swing outfit played the William Penn hotel. Boys finished there comparatively early, 2 am., and used to make the rounds of the Hill district spots and keep going until daylight. Idea caught on among members of Local 60 and late spots as result have been getting terrific play at practically no outlay at all. outlay at all.

uspension threat being held over Local 60'ers caught in the act in

MAY TOP 50,000 FOR 7-YR. DISC **RECORD**

Guy Lombardo's recording of 'Boo Hoo' for Victor gives indication of going over 50,000 in sales and establishing a record for '75c platters within the past seven years. Disc, with 'I Can't Lose That Longling' on the other side, has, been out eight weeks and already gone well over the 40,000 mark. Victor's other recent smash seller has been Benny Goodman's Good Night My Love, which went close to 45,000 copies. Still another is Tommy Dorsey's version of 'Song of India' and Irving Berli' 'Marie,' ith about 41,000 sales to its credit. to its credit.

Nictor reports a decided upbeat in style band records, figuring that 40% of its output goes to coin ma-chines, another 40% to college stu-dents and the balance split between radio stations and home phono-graphs.

Quiet on Potomac

Washington activity on the code of fair trade practice for the music industry seems to have lapsed into the marking time state. Federal Trade Division has turned the document over to John ichter, one of its counsel, for examination. It's up to him to pass on its final legal phases.

Nothing has been said about set-Nothing has been said about set-ting a trade conference on the cove-mant. Commish has yet to get a re-port from its rep in New York, who has been investigating the small pubs reaction to the proposed code.

English Phonograph Biz Pocketed

Electrical and Musical Industries with Decca Has Trade Dominated

Stealing in 3/4 Time

Hollywood, April 20.
Scripter entertained a song-smith for Sunday night supper.
Supper was interrupted by a director who had been out all day trying to find some desert day trying to find some desert flowers, current at this time. Said he'd even gone to that castle in the middle of the desert which some guy built and then invited his swetheart from the Tyrol to share. Gal didn't like it and guy promptly went to the tower and hung himself. The place hasn't been occupied since.

writer.

Down in Antelope

said the director.

'What title!' sai the writer. of Antelope Val-

Songsmith got out an envelope and immediately began scratching out a hillbilly num-

'Say,' screamed the writer,
'can't you even wait till you get
out of my house before stealing
my stuff?'

MAIL ORDERS IRK DEALERS

Pop publishers last week received word from the Music Publishers Protective Association that retailers throughout the country were complai ing that they weren't getting plai ing that they weren't getting enough protection against the competitive methods of mailorder houses in the sale of dance orchestrations. In his circular letter on the subject John G. Paine, MPPA chairman, added that jobbers, too, have squawked about the situation and explained that it had cost a considerable loss of retail outlets.

erable loss of retail outlets.
Paine's letter urged that careful
thought be given to the complaints
and that each publisher take steps
to avoid any further loss of retail
sheet music outlets resulting from
this underselling by mailorder

MILLS DUE IN LONDON

Lining Up Overseas Distribs For American Records

Irving Mills returns from Hollywood next week three weeks on West Coast lining up film work and theatre dates for his bands and straightening out western end of his new Master Records. Mills will next new Master Records. Mills will nex-go to London to arrange foreign dis-tribution of the records. All of western hemisphere is handled by American Records but no deal has been set for abroad.

been set for abroad.

Based on present sale of 125,000 records since April 1, Mills sees a sale of 250,000 for the first, month of Master, and Variety dises. After initial month, firm will alternate on platter cutting with two weeks of each month for each of its products.

Bernie Summers in East, Builds New Crew

Hollywood, April 20.

Ben Bernie returns-east after his broadcast April 27 and remai s through the summer for his Afferti-can Can airings and a dance date at Manhattan Beach.

Milton Diamond, American counsel for the interests of E. R. (Ted) Lewis, chairman of the Decca Record Co. hoard, last week confirmed the report that a working agreement had been effected in England between Electrical & Musical Industries, Ltd., and Decca. Diamond declared that there would be no merger of the two, even though between them they held a virtual monopoly of the record business in Britain. As a result of this control the two outfits, said Diamond, are now in a position to put the British record business through a general overhauling, principally as relating trade practices. Working arrangement will not affect the status of Decca in the United States, added Diamond. Understanding between EMI and Decca followed the latter's purchase of the Crystallate Co., English recording firm.

LONDON MUSIC MEN IN NEW YORK TRIP

London, April 20

Peter Maurice, head of the music company bearing his name, and Jimmy Phillips his sales manager and director, are on their first trip to New York.

to New York.

Company has only been in existence eight years, but it ranks among the tops. Jimmy Phillips Joined Maurice three years ago, quitting Lawrence Wright after 12 years.

Object of trip is to confer with their New York representative, Max Dreytus, and also discuss further-deals with Chappell's. Crawford Music Corp. and Harms.

Expect to stay in New fortnight.

Maurice and Phillips arrived from England Monday (19). Phillips will contern himself with publishing house contacting, while Maurice proposes to do extensive traveling around: the country trying to find capital and a market for a process of making synthetic lenses which he owns. Among the towns Maurice will visit is Rochester, N. Y., home of the Eastman operations.

Campbell Motors West

Jimmy Campbell, among other reasons, came over from London to huddle with Jack Robbins but in-stead took off for the Coast on Sunstead took off for the Coast on Sun-day (18) by motor. Expects to be back in N. Y. in time to sec Rob-bins who; meantime, got in from Hollywood on Monday (19), ith Mrs. Robbins for an extended cust-ern stay. Campbell powwow with

Michael Balcon, among others, on the Coast. That producer is slated to take charge of actual Metro pro-duction in London soon.

Band Concert Law

Des Moi , April 20.
Des Moines Musicians' Association

Des Molnes Musicians' Association has indorsed the bill passed by the house and now in the senate sifting committee which would permit Des Moines to come under provisions of the Iowa band law.

This law, now applying to cities of less than 125,000 population, permits cities and towns to levy a special tax not to exceed one-eighth of a ill for financing band concerts.

No Fuss, No Feathers

Hollywood, April 20.

The Plain Old Blues, new time-cleffed by Arthur Johnson and Johnny Burke, will be warbled by Mady Correll, as femme lead in Midnight Madorna, for Major.

Musical direction for illm is bein handled by Georgie Stoll.

Paul Whiteman will do two days of recordings for Victor on May 26-27 after he exits the Drake hotel, Chi. Hits Indianola ballroom, Columbus, O., and IMA Auditorium, Fli ... Fletcher Hart Tri and Two Mich en route east.

Dick Gasparre quits the Ambas-sador hotel, N. Y., May 6 to fulfill summer engagements. He opens at the Mark Hopkins hotel, San Fran-icso, June 2 and returns to Am-bassador, N. Y., in the fall.

Art Crippen's orchestra, current at Trocadero Club, Hollywood, now being managed by CRA. Herman

Songs You'll Hear and Hear About

"When Love Is Young"

y McHUGH and ADAMSON From Universal's "When Love Is

'i Hum A Waltz'

By GORDON and REVEL From 20th Century-Fox's "This Is My Affair"

"Without Your Love"

By LANGE and STRYKER From Hal Roach's "Pick a Star"

MILLER MUSIC, INC.

BEDADWAY . NEW YORK

WARREN AND DUBI

50

SEPTEMBER IN THE RAIN

MELODY FOR TWO SUMMER NIGHT

A TERRIFIC HIT! **HOW COULD YOU?**

WATCH FOR WARREN and DUBI GREAT SCORE FROM THE "SINGING MARINE"

REMICK MUSIC CORP. 1250 Sixth Ave., RCA Bidg., N. T. CHARLIE WARREN. Prof. Mgr.

MOVIETONE TOPICS JUST OUT! "CURLY TOP'S BIRTHDAY"

> The New Song HIT THE SKY"

MOVIETONE MUSIC CORPORATION 12 2 - STATH AVENUE

Fletcher Hart Tri and Two Mystics, cocktail units, placed by CRA this week. Former preems at Wolford hotel, Danville, III., for four weeks. Latter indefinitely engaged by La Salle hotel, Chi.

Johnny Hauser's band has swung to Charlie Shribman's office for man-agement. Opens at Providence-Bit-more hotel, Providence, R. I., May 15, as first date under new boss.

Will Osborne shifts from Netherland-Plaza hotel, Cincinnati, May 30, for two weeks' tour for Rockwell-O'Keefe, and then moves into Lowry hotel, Paul, May 19.

Stuff Smith leaves the Onyx Club, N. Y., May 5 for the first time In over a year. He will do a four-week tour for CRA and then return to nitery.

Chick Webb plays Strand ball-room, Philly, on May 23, Fitzgerald's Auditorium, C., May 4, and Elks Auditori N. J., May 6,

Jolly Coburn's crew, recently out of French Casino, Miami, goes into the Normandie ballroom, Boston, on April 26.

Clyde Lucas moves to the Beverly Club, Ft. Thomas, Ky., May 29 after playing Michigan theatre, it May 21 for CRA.

Venuti hops north from Roosevelt hotel, New Orleans, to bow at the Nicolett hotel, Minneapolis, May 8.

Charles Strong will play at the Spartanburg, S. C., Cotillion on May 14, after completing two weeks of single stands for ROC.

Ritz baliroom, Bridgeport, has Mal Hallett Sunday (25), Benny Goodman May 2 and Casa Loma May 9.

Les Hyte closes at Sebastian's Cotton Club, Los Angeles, April 27, to tour the south and west. Earl Hines, now on the hoof, replaces him.

Clyde McCoy opened season for yonhurst ballroom, Marlborô, Mass., last week.

Lee Bennett plays the senior prom t Carroll College, Waukesha, Wisc., at Carro May 7.

Horacio ito's orchestra booked into Le Coq Rouge, N. Y., April 20, by Meyer Davis.

Buddy Rocco, swing organist at WNBC, New Britain, Conn., heading new band at Club Paragon.

. Clair will open Totem Pole, dancery, on April 23. Spot is owned by Norumbega Park Co.

Ray Benson opened at the Raleigh otel, Washington, April 19, replac-ng Eddie Elki hotel, Washing ing Eddie Elki

Eddle Fitzpatrick band has moved the Silver Glade, Cosmopolitan

Dick Barrie erchestra now playing at the Casanova, rown Palace hotel, Denver.

Little Jack Little band booked for akeside Park, Denver.

Virginia Sims rejoins Kay Kysei orchestra as vocalist April 25.

Harold Stern plays Man ttan Beach, N. Y., Aug. 8 to 15.

ick Jergens on way to Catali

Get Set for the Song Barrage the New Universal's "Top of the Town"

"WHERE ARE YOU?" "THAT FOOLISH FEELING" "JAMBOREE" "TOP OF THE TOWN"

CHUGH and HAROLD ADAMSON LEO FEIST, Inc. • 1629 BROADWAY • NEW YORK

Blind Swinger

Joe Mooney, blind musician and formerly musical director of station WLW, Ci now arranging music for Dailey's band;

The Boys Push Friedland Song Out of Respect Dance, Theatre Dates Set

Songwriting comeback for Anatole Friedland, still convalescing from his leg amputation, is The Greatest. Enemy of Love' which he, L. Wolfe Gilbert and Clarence Nordstrom

Enemy of Love which he L Wolfe Gilbert and Clarence Nordstrom collaborated on. It's an old tune that dates back to when Gilbert and Friedland partered in the publishing business, but only recently it's been fixed up with Nordstrom in on it. Gilbert is publishing it in Hollywood. Songtheifty because of Friedland's ondable struggle in face of his recent physical setback, slated for an extraordi toppers.

NELSON, DORSEY ORKS AT PREAKNESS BALL

Baltimore, April 20.
Running of the famous Preakness at Pimlico racetrack here April 29.
Will climax an entire week of extra doings and ballyhoo on a scale never before attempted.
Will be topped by big ball which will take place on the night of the running of the famous race.
Ozzie Nelson band ill alternate with Tommy Dorsey outfit. Both M.C.A. booked.
David Woods, representing the Baltimore Association and Alfred G. Vanderbilt, Jr., head the committee in charge of doings.

ATLANTA DATE N.S.G.

Band Draws 600 Dancers at \$1.25 to Shri 'Temple

Atlanta, April 20.
Shrine's Yaarab Temple took a fancy licking on George Olsen band dance engagement Wednesday (14) when not many more than 600 dancers paid \$1.25 apiece.
Olsen was skedded for radi interview that atternoon on WGST, but didn't get here in time, so WATL put him on at supper hour, when he was interviewed by Max Hall, radio editor of Hearst's Georgian, and Earle Pudney, station's program director.

rector.
WATL, which controls only wire into Shrine Mosque, also aired band at 9:15 p.m. and from midnight to 12:30 a.m.

That Heidt Guy Busy

Travels of Horace Heidt which staited with one-niters in New England, and which brought him to his first Broadway theatre date in five years, Loew's State theatre, augurs a busy season for maestro. Barnstorming, theatre and final hotel-location have already been lined up via MCA.

After State, date, band opens at Earle theatre, Washington, April 23. One niters at Herstey Park, Pa: 5t. Mary's Au 'Passaic, N.J.; Avcadia Ballroor rovidence, and State Armory, before theatre dates are resumed. Heidt plays Loew's Century. Baltimore, and Shea's theatre, Buffalo, on May nd 14 respectively. Band will vacash for two weeks following last two theatre dates and then return to N.Y. open the Biltmore hotel roof, where they stay for summer season. Travels of Horace Heidt which

Rockwell-O'Keefe Dates

ROCKWell-U'Keefe Dates
Rockwell-O'Keefe has set two of
its bands—Andy King and Claude
Hopkins—until mid-June on the solo
booking routes.
King is touring Louisiana, Florida,
Ohio, Oklahoma and Texas. Hopkins
plays the Apollo, N. Y., April 23, and
will then go into the same territory
as King.

LOMBARDO DETOURS ON Gene Krupa Mulls WAY TO WALDORF, N. Y.

Guy Lombardo into the Waldorf-Astoria roof, N.Y., starting June 24, following theatre and one iter bookings. Leo Reisman and Xavier Cugat will double from lower floors until Lombardo checks in.

Band opens at Fox theatre, Detroit, April 30, and keeps on the trail with 'Stanley,' Pittsburgh; Earle, Philadelphi, and Earle, Washington, on succeeding weeks. Between May 21 and Waldorf premiere on June 24 band will, vacash and hit few, one niters.

Dance, Theatre Dates Set For Ina Ray, Hutton Orc Ina Ray Hutton returns from her Bermuda vacash tomorrow (Thursday) to take up alternating theatre tour for Mills office and one-nighting session for Charlie Shribman. Girl band opens at Stanley theatre, Pittsburgh, April 30, for one week. For two weeks statring May 7 she will cruise for Shribman before opening at the Paramount theatre, N.Y., May 21, It's her first date at Par-house.

Dallas Bookings

Dallas, April 20.
Two local spots switch bands here this week. Ken Moyer follows Jimmy Garrigan into Chez Maurice ight (20), and Don. Bestor will follow Carl Ravell into Adolphus Wednesday ight (21). Latter is slated to follow Ozzie Nelson at Lexington in New York.
Griff Williams' band is scheduled to succeed Bernie Cummins at Baker hotel in a couple of weeks.
Two hotels have had dance team and other entertainment turns most

and other entertainment turns most and other entertainment turns most of winter. Last week, after Endor and Farrell and Leon and Mace ended engagements at Adolphus, managements finally got together and agreed to let orchestras go it alone. Closing dance team at Baker was Bernhardt and Graham.

Oregon U. Name-Minded

Portland, Ore., April 20.
University of Oregon, studes have booked Jimmy Dorsey's Band into the campus for spring formal. Recently had Duke Ellington's orchestra for another prom.
Name band is a ticket seller to these affairs and discovered to be a greater attraction than local orchestras which had been used in the past.

Hallet Magnetizes 1,700

Mal Hallett drew 1,700 patrons at \$1.10 each to his Saturday night session at Hamilton-Park, Waterbury, Conn., April 17. Outdrew Horace Heidt, who attracted 1,200 at same price on preceding week-end:
"Hallett ill inaugurate the full time seven-day week at Reade's Casino, Asbury Park, N. J., Decoration Day. Spot is now playing name bands on Saturday and Sunday. CBS will install a wire three times weekly when season starts. times weekly when season starts.

rank Dailey's Short Exposure rank Dailey will return with his band to his own spot, the Meadow-brook Country Club, Cedar Grove, N. J., April 27, after a brief touring session to retain his union status. Band will remain for summer at the club, which has been serviced by other CRA bands during the master's three-week absence. Louise Wallace

has been added as vocalist.

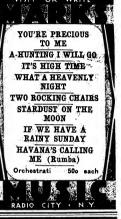
Clyde Lucas Repeats
Clyde Lucas set for one week at
the Michigan theatre, Detroit, opening May 21.
It's a quick repeat for Lucas, having played there Sept. 25 of last

Idea of Own Band: **Top-Priced Drummer**

Gene Krupa, drummer with the Benny Goodman band, is reported anxious to organize his own swi crew and cash in on the name has built for himself. Stick swinger is the highest paid in the biz getting himself a salary of \$275 weekly and added revenue of \$75 per broadcast and \$20 for recordings.

Youngster started with Horace Heidt several years ago when 16.

Heidt Okay in Conn.
Waterbury, April 20.
Second Connecticut stand in two
weeks of Horace Heidt troupe drew
1,400 at \$1.10 to Hamilton park here.
Pravious visit Easter Sunday to Previous visit Easter Sund Ritz, ridgeport, pulled 2,800.



Witmork Presents

TOM "CHEROKEE STRIP"
Starring DICK FORAN
THE GREATEST WESTERN BALLAD

MY LITTLE BUCKAROO

When My **Dream Boat Comes Home**

M. WITMARK & SONS
1250 Sixth Ave., RCA Bldg., N. Y.
CHARLIE WARREN, Prof. Mgr.



HOLLYWOOD SONGS

CA BUILDING-RADIO CITY-NEW YORKNY.

GORDON and REVEL Click Again!

in 20th Century-Fox's "WAKE UP AND LIVE" Featuring Walter Winchell, Ben Bernie and Alice Faye

NEVER IN A MILLION YEARS IT'S SWELL OF YOU THERE'S A LULL IN MY LIFE WAKE UP AND LIVE I'M BUBBLING OVER

Robbins Music Corporation

799 7th Ave., New York

ALLROOMS' CAFE STY

Learns About Deal Via Newsprint; Andrew Karzas Does a Burn-Up





Neglect on the part of somebody ill probably delay the start of the new Willys series on Mutual which is to be done by Kay Kyser band. Set to start Sunday (25), it in now open a week later, May 2. Kyser, booked until May 1; at the Trianon here, was signatured for Willys program, two weeks ago by Music Corporation of America which also handled the Trianon contract,

irst Karzas knew of the deal was when he read about it, at which time he went into a beautiful burn, declaring that Kyser was signed to him, and Kyser would stay, especially since nobody, thought him important enough even to be let in on what was goin to the contract of the contract of

on what was goin

MCA is said to have offered to put
other bands. in for the evening, but
Karzas has taken his stand, and is
said to demand that either Kyser
plays, or he gets another band plus
\$600, so the chances are that the
Willys program will not hit the air
until May 2.

New deal also upsets the plans of Pierre Andree, free lance announcer, and Morrie Wood, WGN producer, who left their other work to accompany (Kyser on the io-one-niter combo.

Agnew Okay for Dance. **But Theatre Date Weak**

Mason City, Ia., April 20.
Charlie Agnew and his band played to slim houses in two day stop at Cecil. Only at one night performance did crowd approach capacity proportions. Partly due to weak sister screener, 'Step Lively Jeeves.'

Moosishuns played at urf ball-room at Clear Lake resortown nine miles west of her, after second night at Cecil, and scored with healthy ized crowd,

Dixielanders Six-Weeker

ixieland Jazz Band, now one niting, will move into Honkey Tonk nitery at Ft. Worth, Texas, June 27 for a six-week stay, ith options for more. It's their first lengthy location job.

ton job.

Band will also play a weck at the N. Y. Paramount theatre, opening May 5. and will resume barnstorming until settling at Centennial spot. Now at Silver Grill, Buffalo, N. Y.

Hooferies Meeting Competiof Night Clubs and Beer Stubes with Canned Music and Other Distrac-

atmosphere with tables, liquors and foods. Change is greater among the leey spots, but also extends to the lesser stands due to the competition of hotels gone show biz and the profusion of waysate taveans and town beer stubes with musical comens ons

Widespread entrance of hotels into the dance field with name bands spotted in their restaurant adjuncts, the arrival of the atre-estaurants, and revival of the recording business via coin machines in heretofore straight gin mills, etc., forced more progressive promoters to the conversion in order to compete. Idea that dancing was dancing and clubbing was clubbing and that the two could never meet has been dissipated. Some have not gone all the way, limiting the cabaret equipment to mezzanine floors, while others redecorated and rearranged for the full-club front.

decorated and rearranged for the full:club front.

Tom Archer, for example, has set a pace out in his spots in lowa; in-diana. Nebraska, etc. In the east, Charlie Shribman has installed the gag in all of his New England locations and also in New Jersey and Pennsy. Andrew Karzas, opendor of the Trianon and Aragon, Chicago, and a dyed-in-the-wool conservative, swung to the mozz idea.

Some of the keys which nave i augurated the idea are Reade's Casis, Modernistic, Milwaukee; George Anderson's Palomar, Los Angeles, computy's swankiest; Ernest Byfields Horvath's Trianon, Cleveland; Bob McDonald's Normandi, Boston, Plajand Casino, Rye Beach, N. Y.; Bob Dewhirst's Grande Vista, St.

Trailer Travel Urged Upon Bands For Snooze-Increasing Comfort

companies are making an intensive drive among band booking mode of living for illnerant musi-offices to convert one-niter bands to the use of giant de luxe portable apartments in reference to the old apartments in reference to the old special showing of their latest mastand-by chartered busses now used

by majority.

Renters are maki attractive of-HOTELS NO LIKE

HOTELS NO LIKE

HOTELS NO LIKE

Renters are maki attractive offers to offices by leasing their vehicles at same rate as bus outfils of 30c. per mile, and stressing the inportance and convenience of the newly conceived de luxe cars ich newly conceiv

sleeping upri

Joseph, Mich; Lakeside Pauk, Denver and Excelsior Park, Minneapolis.

Local regulations have forced some to limit clubbing idea to beer and lighter eats. Established hotels, etc., have lobbied against expansion of some spots, thus causing more limitations.

pered have gone all the way. Tom Archer's new Tromar in Des Moines has 1.000 tables and Theron Meader's super spot at Newport, Vt., has somewhat simillar seating capacity and special bar. Former was opened this week, April 15, by Red Norvo band and Mildred, ailey, Meader's preems on Decoration Day.

Another new note in band field is the use of prominent orchestras for river boats plying through summer nights. Music is not new on the tubs, but use of important attractions to further lure passengers is a change.

Gag was started last season by the

special snowing of their latest ma-chines to lure musickers. An exhi-bition will be given in N. Y. some-time within next two weeks. They are also establishing a press bureau to make the country trailer-camp minded, uch the same as tourist camps were ballyed.

Harms Presents

TOO MARVELOUS FOR WORDS

JUST A QUIET **EVENING**

SENTIMENTAL AND MELANCHOLY

atch This European Hit Clim

VIENNA DREAMS

I'M HATIN' THIS WAITIN' AROUND

52nd STREET

FOR YOU

HARMS, I ., RCA Bldg.; MACK GOLDMAN,

PETER MAURICE and JIMMY PHILLIPS

ARRIVED IN NEW YORK APRIL 19TH ON THE QUEEN MARY AND WILL BE PLEASED TO SEE OLD FRIENDS AND MEET NEW ONES. HEADQUARTERING AT THE WALDORF ASTORIA HOTEL, NEW YORK PUBLISHERS OF THE WORLD HITS:

RED SAILS IN THE SUNSET

ISLE OF CAPRI

(HARMS, INC.)

CURRENT HITS IN U. S. A.:

SERENADE IN THE NIGHT (MILLS MUSIC, INC.)

DID YOUR MOTHER COME FROM IRELAND

(CRAWFORD MUSIC CO.)

AT THE CAFE CONTINENTAL

(HARMS, INC.)

OVER THE TWO NEW EUROPEAN SENSATI

(THE AUTHENTIC CORONATION SONG

American Representative: MAX DREYFUS

PHILLY NITERY STRIKE AT **IMPASSE**

iladelphia, April 20.

Waiters' union here is almost at point of bust-up as result of strike at Arcadia-International, top Philly itery, but picket line continues pacing front of spot, with no settlement in sight.

Members of union are circulating with calling the provider agency and the provider agency with calling the provider agency and the provider agency agency and the provider agency agency agency agency agency and the provider agency a

ing riont of spot, with no settlement in sight.

Members of union are circulating petition charging execs with calling walk-out illegally. Declare rules demand members be given right to secret ballot before strike is called. Pickets also demanding 30c. an hour, which officials state depleted treasury makes impossible.

Attempts-by striking waiters, bartenders and kitchen help to have Happy Felton band pulled-from spot by American Federation of Musicians ended unsuccessfully and seem to have been dropped, as musicians have evinced no sympathy for strikers, who, they claim, broke contract with Operator Art Padula.

At latest conciliation meeting last week, attended by Padula, John Cassidy, biz agent for unions, representatives of capital and labor and chairman of Mayor's Labor Board, no progress was made. Padula refuses to negotiate new contract unless union posts \$10,000 forteiture bond, which it finds impossible to obtai. Padula claims union has broken two contracts with him and he'll ink no more unless bond is put up.

Patronage at the Arcadi, which fell off sharply during first weeks of strike, is now almost back to normal.

LARGE OR SMALL UNITS

WRITE - WIRE - PHONE

National Theatrical Exchange

Century Bldg., ittsburgh, Pa OE HILLE Manager

> Always Working WHITEY

ROBERTS NOW BOOKED AT HERSHEY - TROY AND SCHENECTADY

AGENTS

irthday, Everyday, Convalescent Greeting Carde In Boxed Assortments Very Liberal Commissions Write for particulars DOROTHEA ANTEL 226 West 72nd St. New York, N. 1

Nitery Reviews

CHEZ PAREE

CHEZ PAREE

(CHICAGO).

Chicago, April 15.

Class and Chez Paree are spelled the same way to the people of this town. The Chez is still Chicago's outstanding and, in some week of the control of the children of the children of the children of the risque, preferring to pack em with names and performance.

Right in line with this policy is Henry Busse and his orchestra, and the line of girls. Both are tops. Busse has one the few bands which can give the companion of the control of the co

make a show that is either smooth or snepty.

The shows a show that is either smooth or snepty.

I have a show that is either smooth or snepty.

Their old songs seem like new and their new tunes are swell. Moreover, they fit into this room, which is more than can be said for several other acts, and this means both Wini Shaw and Jack Williams. Wini Shaw looks good, all her songs are from her own pictures, and the singing is a revelation. Yet the whole thing is almost spoiled because the room is too big for her. Same is true of Jack Williams, a (Continued on page 54)

Ambassadeurs, Paris, Wants Cotton Clubbers

Deal is on between the William Morris office and Les Ambassadeurs, Paris, to send over a Cotton Club show for the Paris Expo's season.

All-colored troupe will carry the Cotton Club tag, however, only if the matter of royalites to the New York nitery's management is straightened out. C.C. is asking 51,000 a week for the use of its name in Paris.

Lineup of talent for the Paris C.C. show has not yet been decided upon, Morris office waiting first for the outcome of the royalty negotiations.

MCA'S BEACH

MUA'S BEACH

Detroit, April 20.

Jefferson Beach here will be booked by Music Corp. of America this season in a deal just set.

Beach will make a campaign to stress its nitery show in the new arrangement, however, rather than depend on name bands for the b.o.

Mayer Gals' Berlin Date

Mayer Gals' Berlin Date.
Lottie Mayer's diving girls (12) have been spotted for two months at the Scala, Berli in September.
Troupe will sail with 33 tons of baggage, latter including the swimming tank, springboards, etc. This is reputed to be a record propweight for any U. S. act travelling abroad.
William Morris office agented.

Brit. VAF's Alien **Actor Protest** Confab a Bust

London, April 20.

Meeting to discuss foreign artists situation held here Friday (16) looks to have been pretty much of a bust, with Ministry of Labor and West End Entertainment Protection Ass'n

End Entertainment Protection Assintendess were Variety Artists Federation, Agents Assn., and Provincial Managers Assn.

Attending reps were unanimous in refusing to consider any quota suggestion made by the VAF. Latter group then suggested a permanent committee, comprising agents, artists and managers, be appointed to deal with whole matter, Move was made as a face-saver, but failed.

NEW DET. LAW WOULD **BAN PLAYING MINORS**

Drastic curbs on floor shows and entertainments which include kids up to 18 years in their casts are provided in a measure submitted in the state legislature. Bill also makes it a felony for nitery ops who permit minors to sip in their spots.

Rep. John F. Hamilton, of Detroit, sponsor of the measure, declared a surwey of nocturne spots in Detroit area showed kids as young as five and six years old appearing nightly in floor shows. The bill passed general orders of the house of representatives without opposition and is expected to receive favorable action in both houses.

Prop. and Nitery Help Freed of Assault Charge

iladelphi

iladelphi
Proprietor and four employes of
the 21 Club, scene of a raid last
week after it was charged a guest,
was beaten up by waiters, were discharged by Magistrate Medway Friday (16).
Police were reprimanded by the
angistrate for not arresting the
guests who, it was said, were partially responsible for the trouble.
Medway then discharged Benjamin
Beifel, owner of the club, and
brother of another magistrate.
One of the patrons, Brooke Dolan,
socialite and explorer, was held for
a further hearing. He is alleged to
have hit a policeman.

Bowes' Dusky Ams

Major Bowes is producing his first ll-colored amateur unit. It'll start puring in June. Title is 'Di i ilee.'

Chorines' N. Y. Nitery

Three former musical showgirls are opening their own nite spot on S2nd St., N. Y. April 23, to be called the Whirling Top.

The girls are Irene Stephens, Georgie Moore and Cora Stephens.

Saranac Lake

correspondent had a set-back, which puts him back for four or five weeks of the bed routine. Ex-Governor Scholtz of Florida here for a -look-see at the Elk's Club; first time the locals saw a Grand Exalted Ruler in the flesh. Tommy Vicks, who mastered about five years of this ozoning, leaves for a mess of the same routine in the New Hampshire hills. Murray Salet, Saranacer of many years, takes over the singing waiter thing at the new Adirondack Grill. WNBZ here changes hands, taken over by Rochester station. Ray English remains as announcer, while

WNBZ here changes hands, taken over by Rochester station. Ray English remains as announcer, while Mac McCloud goes to CBS.
Among those who are starting to look the part at come-backing are Sal Ragone, Doris Gascoi ne, Margaret Newell, Fin Cli Bea Lee and Ford Raymond.
Bett Ford is due back here from Brooklyn.

Brooklyn.
Write to those you know in Saranac or elsewhere who are sick.

Inside Stuff—Vaudeville

Start of a general newspaper clean-up drive against hideaway nite club stories and advertising is under way in Chicago with the leading light in cleaning process being the Daily News under the direction of amusement chief, Lloyd Lewis. Under Lewis, new edict, the News is not soliciting or accepting advertising from almost half of the nite clubs there, on the contention that most of these spots are clip-joints.

In dropping the niteries which have gambling, bootleg hostesses or other aspects of off-color atmosphere, Lewis is cutting the revenue from the nitery advertising in the News in half. Lewis, like a number of other amusement editors in Chi, has become leety of the increasingly lurid insinuations in the joint advertising copy and also of the type of 'entertainment' these spots are dispensing.

Closing of the 'At Home Abroad' it by Mike Todd in Boston last week, and the subsequent references to 'money troubles,' did not imply any salary difficulties with any members of the cast. Todd paid off in full. Producer claims he folded the tab version of the Shubert musical hit because the title proved non-b.o. Shuberts were in on the production.

• 15 YEARS AGO • (From VARIETY and Clipper)

Eigene Walter's 'The Easiest Way' first production in English by a company in Berlin organized to do American plays there. Well re-

Minsky brothers went into the Park, at Columbus Circle, and took the back page of Vanierr to tell it. Came uptown too soon, though road burleys had flourished at the Circle for some time a few years

David W. Griffith handed \$85,000 to Bill Fox to lay off 'Two Orphans.' Fox had the rights in several foreign countries.

Theatres were suffering from a dearth of feature pictures. Tough on the short runners. And no double bills then.

Ethel Levey in a farewell week at the N. Y. Palace. Without her daugh-ter, Georgette Cohan, this time; and over nicely.

Picture managers met to find a way to put radio out of business. Still scratching the noddle.

Program at the N. Y. Palace cut one act to let in Chaplin's short. Pay Day'. Not an exclusive. There were 84 prints working local houses. Two-reeler took 20 minutes.

Jack Lait described Daisy Nellis, classical pi ist at the Riverside, as a No. 1 pi ist but a No. 2 act.' Too good.

Wall Street bulls tossed Loew stock to 18% in a 22,600-share ses-sion.

Will Hays gave Zukor and Nick Schenck the works, and the latter finally abandoned their efforts to release the Arbuckle comedies.

Olympic Fem. Fencer To Head Vaude Ballet

Chicago, April 20.
Joanna DeTuscan, Olympic fencing champion, is going pro show biz
and starts her vaude trials at the
Fox, Detroit, May 7. Will work
with a fencing ballet and with a
partner for exhibitions.
Handled through Music Corp. of
America.

Veloz-Yolanda Released From Dallas for London

From Dallas for London Veloz and Yolanda have been released from their contract with the Pan-American Casino, nitery end of the Greater Texas Pan-American Exposition opening in Dallas June 12, V. & Y. asked the release so they could appear in London during the Coronation, They're currently at the Plaza hotel, N. Y. Slated to open at the Dorchester, London, in mid-May, Replacing them in the Casino show will be Georges and Jalna.

A. C. Gets Rand

Sally Rand and unit play the Steel Pier, Atlantic City, for the Memorial Day week-end, May 29, 30 and 31. Set by the William Morris agency.

Philly Courts to Decide On Child Labor Legality: Hinges on Charity Show

illy courts were asked to clear up legality of child performers here last week after a prominent Philly attorney was fined \$200 for allowto participate ing a

ing a to participate in an ice carnival, which running for charity.

The attorney, Edgar McKaig, was arrested by Department of Labor officials for permitting Shirley Foster to perform. He testified that the child-was paid nothing but her expenses. The court took the case under advisement.

Last fall the labor department kept the 12-year-old prodigy violinist, Ruth Sczylenski, from performing at a concert here.

Now Appearing

CLEO BROWN ROY ELDRIDGE

And Band

AT THE "Home of Swing" In Chicago

FAMOUS THREE DEUCES

222 North State St.

OLIVE

ANDREE SAMUELS

Well Intended Buffoonery'
HELD OVER IN ADVANCE
6 WEEKS
16th to APRIL
"FEMINA"

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Permanent foreign mailing address
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LINDY'S

LEICESTER SQUARE

KATYA and KAY KAY.

ROXY, NEW YORK (This Week, April 16)

Direction - LEDDY & SMITH

LUBIN SIDNEY H. PIERMONT BOOKING MANAGER

LOEW BLDG. ANNEX

160 WEST 46TH ST. NEW YORK

Bruant 9-7800

The THEATRE of the STARS

St. L. Is Vaude's Worst Town, F&M Finds as Last Stage Policy Fails

St. Louis, April 20. This village of 800,000 whites just won't go for flesh shows in pix houses. Take it from any angle, it's just a midwestern burg where the dogain's Show Me' means just what it says, and for the umpty steenth time stage shows at pop prices have failed. Thursday (22) will start final week of latest attempt to restore this form of entertainment at Fanchon & Marco's St. is the-Take it from any angle, it's

final week or the states attended to the store this form of entertainment at Fanchon & Marco's St. is theatre.

In past two years F&M has tried to restore stage shows at its Missouri, Ambassador and St. Louis theatres, but the policy was a failure at each spot. Last fall, when St. Louis theatre was reopened with fan fare of publicity after being shuttered for several years, Paul Ash was imported as baton wielder and mc. Foxyettes, trainel by Eva Ross, were brought on from New York. Ash the stage of the stag

other night customers were given an opportunity to win electrical home appliances.

Another stunt was insertion of coupon in 'Show World,' F&M and St. Louis Amusement Co.'s house-organ enabling anyone present, it with a dime for a matinee admission to house where regular fee was 25c. This brought lots of customers, but not much dough, and was discontinued after several weeks. Still biz was spotty, and, although Perkins stayed for 13 weeks and last few weeks saw reinstatement of first-run pix policy, b.o. activity wasn't profitable nor encouraging.

While the St. Louis was fighting for a profit, F&M decided that overhead for stage shows at the Ambassador was too heavy and discontinued them. However, despite the setbacks that has attended attempts to revive stage shows, it is understood that another fling will be made with them at Ambassador next fall.

For the time being the St. Louis ill remain strictly a pix house.

ATLANTA COPS RAID CASINO, ARREST TWO

Atlanta, Ga., April 20.
Unmolested operation of niteries in this vicinity came to 'a stop Friday (16), when Cobb county police raided the exclusive Forrest Club on the Marietta-Atlantr highway, arrested two men, seized quantity of li and confiscated gambling equipment.

The arrested pair were booked as W. Major, club's manager, and W. J. Wilson, bartender. Both face charges of 'possessing and selling whiskey and operating a gambling house. Manager was released on \$1,000 bond and drink mixer posted \$250 bail.

\$250 bail.

Place was full of customers, but none of the latter were pinched.

J. C. Stein East

Jules C. Stei Music Corp of America prez, arrives in New York from Coast some time this week, after a stop-off in Chicago. Has been in Hollywood for couple of months setting up company's of-fec there.

NIESEN'S \$1,500 IN HUB

Gertrude Niesen goes into the Mayfair, Boston nitery, April 28, for

ne weeк. She's set at \$1,500.

No. 2 Gypsy

Dallas, April 20.
When George Marshall was told that Billy Rose was trying to lure Gypsy Rose Lee into his fold for the Fort Worth flesta, the Dallas expo showman sald he was unworried.
Rose can have the customers who approve of Gypsy Lee, the shin-stripper, Marshall, Tm going

I'm going which is hot for

the in-stripper.
Gypsy turns them away.'

SLIGH **TYRELL** TAKEOVER BY F&M AGCY.

icago, April 20.
Sligh & Tyrell agency taken over
by Fanchon & Marco, who have
made a deal to handle artists and
specialty talent bookings for Consolidated Radio Artists. Eddie Sligh
to locate in N. Y. office and Phil
Tyrell in Chicago. Both to work
out of Consolidated's offices but report to F. & M. on final payoff.
Deal understood salary and
centage.

centage.

Sligh-Tyrell negotiations were started by Fanchon & Marco in St.

Louis three weeks ago and it is still not consummated; in fact won't be until later this week.

2 INDIE VAUDFILMERS **DROPPING STAGE SHOWS**

indie vaudfilmers going straight-flick for summer months are vaudfilmers going Fays, illy, Paterson, N. J. the Majestic

Majestic is a split-weeker and drops flesh last week in May Fays, full-week stand, goes straight-film June 4. plan to resume stage-shows late in Sept,

Friendly Rivalry Along Nitery Row

inging-comedy team of Rose
Blaine and Tiny Wolfe, with Abe
Lyman's orchestra, are currently
playing away from the band for a
couple of weeks and in opposition to
one another on the West 52d street,
N. Y. nitery front,
Miss Blaine went into Leon &
Eddie's show last week, at the same
time as Wolfe joined the new layout
in the Yacht Club directly across
the street. Reportedly too expensive
as a team for either spot, so they
were booked apart. They'll be a
team agai ing Lyman.
This fri opposish of performers is reflected in the twoniteries themselves. Leon & Eddie's
management frequently sends. floral
tributes to the Yacht Club on opening nights, and vice versa. Though
onw purveying entertainment, is
exchange of Courtesies between the
nite spots is quite different from
the policies of opposish yaude theatres in the old days.

White's 5-Week Route

Hollywood, April 20.
Sammy White opens a five-week personal appearance tour. Oklahoma City Friday (23).
Following a week there he goes to Lincoln. Detroit, Chicago and New York.

Fuzzy Knight to P. A.

Hollywood, April 20, Fuzzy Knight starts a week of personal appearances at the Metro-politan, Boston (29). 1011 be his first vaude date in the east in sev-

Comic then goes to New York and Chicago for one-week stands.

Book Stag Dancer

Chicago, April 20.
ischarged last week after being arrested for an alleged indecent performance, Fritzie Wick, Chicago Art Institute model, has been booked for Oriental week beginning Friday (32)

Gypsy Rose Lee's **Commish Suit in** 3-Way Accord

William Morris agency's breach

up in Munici .. Thursday (15) was a compromise threecornered management arrangement between the Morris office and Curtis & Allen. Case was heard by Judge Benjamin Shalleck.

According to the compromise, the Morris office ill get a one-third stri management of the stri she completes her ticture deal for 20th Century-Fox and after a musical she's signed to do for the Shuberts in N. Y. next fall. Till then, C. & A and its associate, Irving Sherman, represent her exclusively; then Morris agency gets a one-third share of her commissions.

commissions.

Morris office was strictly against Miss Lee for the nominal sum of \$1,000. Stripper contended that the only pact she had signed with the agency was a three-month managerial option, which expired, she alleged, when the agency failed to proffer her any deals. Charlet Allen, of C & A, in court to protect the latter's contract with the striper, proposed the compromise arrangement and it was agreeable to all sides.

all sides.

Miss Lee, represented in court by
I. Robert Broder, left for the Coast
and the 20th-Fox lot Friday (16)

Musicomedy Cops Out, Mont'l Nite Spots Face **Tough Police Regulations**

Montreal, April 20 As a sequel to the dismissal of 65 musicomedy - uniformed officers of the Quebec Liquor Commission, who had been keeping an eye on niteries to see that those licensed to sell beer and wines only were not dealing in hard stuff, members of the regular blue-coated force are cracking down on cabaret delinquents, the week's score to date being five spots closed. QLC: cops were dismlssed as an economy measure.

For some time past it has been the bractice of nite spots having only a beer and wine license to sell liquor on request. Lid is now to be clamped down. There were no raids, simply a formal announcement that the licenses had been revoked.

In addit , the long-unenforced and wines only were not dealing in

censes had been revoked.

In addit , the long-unenforced law that dancing on Sundays is out is being revived. Ten of the lesser nite-spot operators face 51 accusations on this or si illar charges and come up for trial today (Tuesday).

Dixieland Jazzers, At Par, N. Y., May 5

Ban an added starter to Xavier Cugat's crew at the Paramount, New York. May is'll be the second time the Par deluxer ing a novelly musical crew as an added attraction to its regular name band pit policy. Mary Small is also a feature. First time was the spotting of the

First time was the spotting of the Riley-Farley ing in the the Casa Lome band, Music Goes Round't under the Casa Lome band, height. Di leland erew, recently brought together been booked by Billy Rose for the Ft. Worth Frontier Days Celebration. Opens there June 27, for six weeks with opti

Legislature Expected to Act After **Expose of Philly Agency Tactics**

Mary Tells 'Em Off

Memphis, April 20.

Mary McCormic, last heard in Memphis with the San Carlo Opera Co. last season, came to town Thursday (15) for a engagement at the Ori-Said Miss McCormic: ish you'd fell these people that I'm not singing four shows a day because my voice has slipped. They're trying to bring back good shows and the people it there like skeptical boobs and won't bell it. If you gave them a \$5 gold piece for \$3 they'd bite it. Tm still singing opera, but the opera season only lasts a few weeks a year, I've got to make some motiey.'

RADIO SPONSOR FOR AFA SHOW **LOOKS COLD**

Negotiations for commercial sponsorship of a radio broadcast of its annual benefit having fallen through, American Federation of Actors show at the Metropolltan Opera House, N. Y., Sunday night (25) will not go on the air. AFA couldn't find a commercial interested enough.

Scaled at \$1 to \$10, Metopera House can gross around \$17,000 for the AFA. Ticket sale thus far, however, has been fair.

BUM'S FIGHT NIGHT IDEA GOES HAYWIRE

Philadelphi , April 20.

Idea of boxing bouts one night a week to put new life into Benny the Bum's joint here was kayoed by State Athletic Commission last week. Commish ruled no fisties in any place where liquor sold.

The Bum is now searching around for other means to pep lagging biz. Spot has recently been tottering under burden of nut.

Mitzi Green to Double Into Nitery From Babes

Mitzi Green reopens at the Versailles, N. Y., next week, a quick return. She'll double from 'Babes in Arms,' a musical at the Shubert, N. Y.

N. Y.

Ex-kid star, now 16, also has an RKO film contract, which she resumes when the Rodgers and Hart musical closes.

Chi's Cocoanut Grove Purchased by Linhoff icago, April 20.

Cocoanut Grove, of the swanky suburban niteries, has been purchased by Ben Linhoff, owner of Ball Ball Club, who plans to get busy immediately on setting things up for an opening withi 30 days using top-notch bands and name tal-

Club, located Dempster road ciup, located Dempster road, just outside of icago, was formerly owned by Raiph Gallette, but never-really got started as Gallette was killed in an automobile accident during its construction. Since then it has had a checkered cureer of openings and closings.

Single Miss America

Single Miss America
Ittsbur April 20.
Rose Veronica Coyle, Philly diri, who was named 'Miss America' at slow own and the properties of the back in the nitery ring, but doing a single this time. She opened here Saturday (17) at Chez Parce in Chi, she was surrounded by six other prize beauties. Gal was recently tested by both 20th-Fox and Warners. She goes Barney Rapp also slated for stand, from here to the Roxy, theatre, New, York.

Campaign inst chiseling

ng agents conducted by Philly Ining agents conducted by Philly Inquirer during past week will probably result in strong regulatory
measures being enacted before end
of present legislative session. George
E. Recdy, in series of five articles
based on info supplied by Vic Girard,
local agent of Pennsy Department of
Labor and Industry, uncovered to
general public the sharp practices
by agents.
Series gave deel smut to Me-

general public the sharp practices by agents.

Series gave deci spurt to McGec-Walsh bill, now in committee, enactment of which Tom Kelly, prez of the United Entertainers Assn., has been fighting for since legislatur convened. Ralph M Bashore, secretary of Department of Labor and Industry, has now signified support of measure, which should aid materially in having it passed. The bill, which amends employment agency act of 1928, provides:

. Very agent must have employment agency license costi \$100.

of-town agencies—li
MCA—must obtai license here
before booking shows in Pennsy.
very time an act is booked,
contract must be signed.
licate, One copy retained by agent,
one by club operator and one by
actor. Contract must state how
many performances ad any required. actor, Contract must state now many performances a day required, salary, expenses and any other facts relating to engagement.

fee shall be 10%,

Kelly would like to add to stipulation that booker must have regular place of business. Idea is to outlaw irresponsible corner loung-ers who go into agenting biz as

outlaw irresponsible corner loungers who go into agenting biz aseasy-money sideline.
Principal difficulty with present
licensing law is loophole it. leaves
by definition of contractor. Contractors do not need licenses. According to legal interpretation, contractor is one who hires acts for hiown use. Agents who didn't want to
get licenses therefore claimed that
acts. for which they secured dates
were their own property and that
in marketing such talent they were
in exactly the same posish as contractor who builds a house for his
clients, purchasing all materials himself and charging a sum sufficient to
guarantee him a profit.
Philly's 90 or so agents are divided
into two camps by the proposed
legislation. On one side is, the Contractors' Assn., with 25 members,
and on the other a group trying to
form a new organization of licensedtooken: There are about 20 in the
latter bunch now, Remainder of the
agents are of the 'office-in-your-hat'
variety.

INDICT EDGAR ALLEN FOR GRAND LARCENY

dgar Allen, once one of the leading vaudeville bookers and agents in the east, was indicted Monday (19) by the New York Grand Jury on a charge grand larceny. Charge was originally brought against him by the Society for Prevention of Crime, which alleged that Allen had mulcted \$300 from a discharged N. Y. policeman on the promise of gettin him back on the force.

One of the witnesses against Allen before the Grand Jury as Mayor F. H. LaGuardia of New York. Allen had told the patrolman that he was a personal friend of the Mayor's; LaGuardi reported to have inied this.

Allen will come up for pleadi General Sessions, N. Y., tomorr (Thursday), ith trial date then set.

New Penn Nitery to CRA

Stan Cleveland rep for CRA, has signed New Penn, new nitery outside Pitksburgh, for exclusive use of CRA bands during sumer. Spot, owned by Louis Pascerelli, can accommodate 1,500 peocerations.

MUSIC HALL, N. Y.

MUSIC HALL, N. Y.

For no very logical reason the Radio City Music Hall builds a unit around an act this week, rather than fitting an act into its routine, as usual. Result, is not too hot.

Dival is the act. He is a fair-tomiddling magician, whose specialty is slit and tube work, and he mc's the entire producti this week. Which, appropriately enough, is of the more proposition of the ballet, a composition of the ballet, a Loie Fuller affair. It's none too well done and is very much outmoded, anyway. When Miss Fuller played with scarfs and lights there was a leason for it case. When the sound it was a cason for it today. There is no reason for it today. The substantial is not shown in the show with a couple of the composition of the substantial cost in the substantial is a constant of the substantial is not a bad stage magician. He is fine to close shows in an ordinary vaude house. Whether he's good enough to appear in a really Grade A house like the Music Hall is a cuestion. But, whether or not the Hall should build a show around him, there is no doubt. It simply doesn't rate.

The Couple of the A-1 steps Russell Markert, the stager.

FOX, PHILLY

FOX, PHILLY

FOX, PHILLY

Philadelphia, April 17.

Fox has a generally well-balanced and diverting stage show this week, which was well received by the thearter's rather 'choicy' clientele. Pic is 'Internes' Can't Take Money' (Pari).

Arnold Johnson and his ork and impression here, where they have not previously been as well known as some of the other leading orks. Click strongly with 'Stompin' at the Savoy,' in a swing arrangement of Sousa marches and source of warfare between Fred Allen and Jack Benny, the now famous 'Bee,' also played in swing time.

Sousa marches and source of warfare between Fred Allen and Jack Benny, the now famous 'Bee,' also played in swing time.

The Dible of the strength of the properties of

of 'Dhah' also tickled the most of the control of t

STATE-LAKE, CHI

STATE-LAKE, CHI

Remarkable is the way the new line of girls at this house are workning of girls at the house leading to the line of credit should be given to Mrs. Charles Niggenmeyer
for the way she has whipped them
into shape. Original State-Lake
Sweethearts who departed two
weeks ago were considered the outstanding theatre line in the midwest
both from the standpoint of appearance and performance, and probably
accounted for a certain percentage
of the theatre's clientele. The new
line, while it hasn't the class the
original had, works together well.
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already, and will, in time, rival the other.

Tive acts make up a rather medione bill this week, with Sue Ryan and Don Ricardo headlining, but the honors going to Summers and Hunt, long a standard act, and one which knows its business. More, their timing is that which comes only to capable performers after much whose to offer as far as talent is concerned, they do an act in which material is so old the first black-face minstrel could claim it was lifted from him; and thrown in are a couple of deep blue gags.

Sue Ryan does a turn of comedy so, 50; one French' number; one, an imporsonalism on torch singers; and fin'ties up, with two versions of Al-mider's Ragtime Band. She works hard, Maybe a hit too hard. Other headliner, Don Ricardo, who

balances balls, comes under a rather odd classification, inasmuch as his tricks are all right, but he seemingly knows little about selling them. Fails to time them at all, is awkward in his movements, and there is every evidence that performing is merely a job to him.

evidence that performing is merely a job to him.

Too bad about Carl Shaw. He once did a great dancing act, but now he's Carl Shaw and Co, and the Co. spoils the whole thing. Shaw still does some dancing, and saves things; even proves he'd be a knockout if he went back to straight comedy dancing, but the chatter and hits thrown out by the extra man and woman are of extraordinarily flopperoo stuff.

Bill opens with Falls, Reading and Royce, two men and a girl; good hoofing turn after it pulls out of the none-too-funny and slow start. Some nice stuff here individually and collectively, but needs a change in the opening.

lectively, our news a common opening.
Show includes two routines done by well-costumed line, and feature is 'Criminal Lawyer' (Par), with business almost capacity at Friday earning show.

Loop.

TOWER, K. C.

TOWER, K. C.

Current bill with Borrah Minvitel's Harmonica Rascals, sans Mink's Harmonica Ra

HIPP, BALTIMORE

HIPP, BALTIMORE

Baltimore, April 16.

Somewhat different type of setup at Hipp this week makes for intertesting change and going over okay with stub holders. Booking in Mr. and Mrs. Jesse Crawford in an 18-minute session of organ music hadhouse a bit puzzled as to how to spot turn on vaude layout. Solved matters nicely however, by using turn as an overture spot, followed by many and the session of organ music had a consuming another 38 minutes.

Crawfords, using two electric organs amplified by six loud speakers banked directly in back of consoles, mix up their numbers in skillful variety including ample rhythmic selections to please audience of each number by Crawford handled in personable and polished manner. A company, in order named. We will be selected to the selection of during many to the younger element to whom this type of act is new. Makes for a pleasing and rather flashy entree. Kirk and Lawrence on No. 2 score ample laughs with their manipulation of dummy horses strapped to the younger element to whom this type of act is new. Makes for a pleasing and rather flashy entree. Kirk and Lawrence on No. 2 score ample laughs with their manipulation of dummy horses strapped to the younger element to whom this type of act is new. Makes for a pleasing and rather flashy entree. Kirk and Lawrence on No. 2 score ample laughs with their manipulation of dummy horses strapped to for its rather strenous clowning and dancing, very capably assisted by unbilled femme constrastingly tall and thi and an excellent foil. Act has lots of punch and customers liked it.

Good novelty, Saul Grauman, and his musical 'Stairatone, closes proceedings company of our femmes modelings company of our femmes modeling scropulcing tapping on the stairs. Made for swell chaser to a pleasing bill. Picture is 'Woman I Love' (RKO).

LOEW'S STATE, N. Y.

This is Horace Heidt's first appearance on a Broadway vaude stage in several years. Also, it's his most auspicious showing to date. With a crackerjack combination of sock specialties, musicians and a glee club, Heidt now is presenting one of the best band-acts around today.

club, Heidt now is presenting one of the best band-acts around today.

Troupe and band moved to the State practically intact from the Biltmore hotel, the roadshow's last nitry appearance. With the Exc. this is also the same unit broadcast-ing for-Alemite over WABC, Monday nights. That's something of a test of versatility, a combination that's fitting for niteries (the big spots only, of course), radi and now whammo on a stage.

Band and seven-man glee club are grouped on the State's stage much like a minstrel first part. Scenery is Heidt's own; light blue drapes is Heidt's own; light blue drapes pea-jacketed getups of the bandsmen.

pea-jacketed getups of the bandsmen.

Unit is class from start to finish, paced extremely well and with unctious intimacies by Heidt. He goes into the backgrounds of most of the specialties, most times seriously, and this play for sympathy is his only stage mistake. His heart-throb introduced in the serious of the serio

Aside from the specialties, Heidt's most important impresses. Aside from the specialties, Heidt's most important improvement is in his new musicians. Addition of Alvino Rey, steel, guitarist, is one; he solos with 'Star Dust' and 'St. Louis Blues' and his applause topped everything that went before or after in an applause-filled show. Bernie Matthews of the control of the state of the state

remme characters draw swell response, notably the Helen Morgan takeoff the singing end, besides the gloe club, are Larry Cotton, tenor; Bob McCoy, bass; Charles Goodman, tenor; the King Sisters (4), who hoke their harmonies, with Yvonne also soloing excellently, and Lysbeth Hughes, harpist with a classical soprano. Each and all are socks in their different sessions.

Unit's only terpsing is delivered by Pierce. He's of the Astaire school of dancing, though not formally and worked hard and well in three routines at the show caught. His hoofology is much too strenuous to be piled on so much in one spot; two routines at the show caught. His hoofology is much non expot; two routines would have been plenty, especially when they are of such similar type.

Of Heidt's novelty arrangements, the outstander is the toy instrument of the company taking part. There's also 'I Love a Parade, with Heidt doing his usual batton-twirling, Screen fare at the State current with Heidt is 'Romeo and Juliet' (Metro) and that's plenty class on both ends of the combo. Biz good.

Scho.

MET, BOSTON

Boston, April 15.
An adequate stage offering features Roger Pryor and band here this week. As a band act it's better than average, because the band itself is not overworked as a feature.

with red satin-lined capes. Rightly placed in the next-to-close. Costuming a surprise after introduction that intimates they might appear in some collegiate dress; but it blends beautifully with their opening and closing numbers: Desert Song medley and Ranger Song from Rio. Rita? A college medley is the midway oftering. Voices harmonize handsome to all the too see how the strength of the red and look okay in the atmosphere created by the musical comedy outfits.

Edna Sedgwick whams with a solo tap-bolero, half-way in the band unit. On the basis of taps alone, Miss Sedgwick would stand out; but through costumes and lighting she adds such a generous dash of showmanship that she emerges a highlight of the entire show. Appears in more conventional taps twice again during the show, but everything pales in comparison with the bolero biz.

Howard Nichols, hoop juggler, is another happy fouch to the proceedings. In his juggling finish hegets 11 hoops spinning: four on legs, one on neck, and six on arms. Another happy fouch to the proceedings. In his juggling finish hegets 11 hoops spinning: four on legs, one on neck, and six on arms. Another happy fouch to the proceedings. Thus Social Errors. What would be a medium-good turn of ecentric adagio soon deteriorates into a series of falls and mouldy gags.

Opening show ran about 75 minites and presumably it will be

opening show ran about 75 min-utes and presumably it will be trimmed of such things as hits of yesterday medley by the band. Comedy trumpet-vocal bit by Red Hodgeson from the band could be shortened a trifle, although it was enthusiastically received at the ini-tial show.

tall show.

Colorful, eye-filling sets that framed the unit deserve special mention (Hjalmar Hermanson).

On the screen: 'Internes Can' Take Money' (Par). Fox.

EARLE, PHILLY

EARLE, PHILLY

Philadelphia, April 16.
Earle this week presents on its stage another of name bands that have been box-officing pleasant of the property of the

the Roger Pryor and band here this both which is questioned as a feature. Pryor is an excellent m.c., doesn't hop the profit is a feature of the pryor is an excellent m.c., doesn't hop the profit is an in and pardonably gives the pryor is an excellent m.c., doesn't hop the profit is an in and pardonably gives the pryor is an excellent m.c., doesn't hop the profit is an in and pardonably gives the pryor is an excellent m.c., doesn't hop the pryor is an excellent m.c., doesn't rank tops when it comes to office the pryor is an excellent m.c., doesn't rank tops when it comes to office the pryor is an excellent m.c., doesn't rank tops when it comes to office the pryor is an excellent m.c., doesn't rank tops when it comes to office the pryor is an excellent m.c., doesn't rank tops when it comes to office the pryor is an excellent m.c., doesn't rank tops when it comes to office the pryor is an excellent m.c., doesn't rank tops when it comes to office the pryor is an excellent m.c., doesn't rank tops when it comes to office the pryor of the way.

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PARAMOUNT, N. Y.

The Broadway Par glorifies the great American trumpet on both stage and screen this week. Frod MacMurray's horn-tooting is the fulture of Swing High, Swing Low, and Louis Armstrong, frankly billed as the trumpet king of swing, has for his stage crest, decorating the bandstand pedestals, a crown over a glittery cornet.

for his stage crest, decorating the bandstand pedestals, a crown over a glittery cornet:

The Par apparently tried for some change of pace by making Don Baker's organolog a strictly three of the particular of t

because Sonny Woods top-tenors ballads is not enough contrast.

Armstrong can readily solve it immelf, as a matter of fact, by skipping 'Skeleton' in the Closet' or I Hope Gabriel Likes My Music' and hark back to the sweet-hot and familiar stuff such as 'Ain't Misbehavin' and 'I Can't Give You Anything But Love, Baby', which made him famous on the disks. The answer was that when he recoursed to the soundary of the course, it went for big returns.

A nice note for stage presentation occurse, if went for big returns.

A nice note for stage presentation purpose is Armstrong's use of the steel guitar to refine the jam. The trombone as played sweet in spois also registers and that six-man brass section stands up and out throughout the proceedings. But what the ultramodern maestros seem to forget is that a little corn goes a long way, along with the jam. It doesn't mean that a stylized hot band like Armstong's need go salon; but it's one that it is that a little corn goes a long way, along with the jam. It doesn't mean that a stylized hot band like Armstong's need go salon; but it's one that the corn of the stage presentation is merely the hors d'ouvres to the film entertainment.

Running time; even on the last show of the second day (Thurs.) was

Running time, even on the last show of the second day (Thurs.) was way behind. Plenty of room for cut-ting. Only a newsreel and the obvi-ously curtailed organlog round it

out. Holding over as the nite time lounge Steinwayist is Teri Josefovits with his ultra pianology. Frankie Judnick plays the accordion for the lobby interludes from noon to 12:30. All of which combines into bargain values, and it's really a two-for-one show, excepting that when it runs overboard there's such things as overdoard there's such things as overdoard a good proposition.

ST. LOUIS, ST. L.

St. Louis, April 16.

Current stage shows at Fanchon & Marco's midtown St. Louis is last one and curtain will be rung down for an indefinite period Thursday (22). Return of good times hasn't been reflected at b.o. and outdoor competish coming with warm weather caused management to announce closing after going since last Sept. 4.

As a newting 4.

nounce closing after going since last Sept. 4.

As a parting gesture the Roxyettes cop the biggest hand since they have been in the series of the biggest had since they have been in the series of the biggest had since they have been in the series of the

bit. Roxyettes, in pinafores, come back

lads is so hot, during a challenge bit, that he distracts attention from his pal.

Next slot is a 12-min novelty musical act by Reynolds and White. Miss white does a trick bike turn and lots of comedy climaxed where flash prowder exploded all over the substance of the state of the slot of comedy climaxed where flash prowder exploded all over the substance of the slot of the s

ROXY, N. Y.

ROXY, N. Y.

That pat pattern the Roxy follows in its stage shows is well demonitated by a bill consisting of a mimic, a group of comedy acrobats, and an adagic three-souncester line stage and the stage and the stage of the stage

SCALA, BERLIN

When Scala engaged Jushny and his 'Blue Bird' it undoubtedly thought it a good idea as he has had a rep around here since the early possible and the street of the street

STANLEY, PITT.

STANLEY, PITT.

Pittsburgh, April 18.

That full baleony and those first-floor standees at the Stanley for the first show Friday afternoon (16) certainly weren't the result of 'Soldier and Lady' (RRO) on the screen. The magnet was Ted Lewis, with only a two-reeler to support him. The '1s Everybody Happy' Fellow is the most consistent draw this burg has coming attraction.

Elsewhere on the road it's pretty-much the same. So what? So while Lewis, has permitted himself to become a bit too formal and stylized, the mob here, at any rate, doesn't seem to mind the sameness and that's probably what's persuading Lewis to coast along on what is by now strictly pattern. In last few years, his act hasn't been altered an iota, stat hasn't been altered an iota, ductions, same key spots and the same finale. His showmanship chiefly offsets that.

However, it's a pity this is so because he's been generally identified

same finale. His showmanship chiefly offsets that.

However, it's a pity this is so because he's been generally identified as one of the shrewdest showmen in the business. Some of the lobby comments might have interested him. The act's growing old gracefully in his service, at any rate, but things wouldn't be so noticeable if there were only a few new bits. Everything he does is accomplished with smart, showmanly precision, and it's a shame to see him being content with what he has already proven. Even a smattering of new tunes might provide some solace, although St. Louis Blues," Just Around the Corner' and the other old standby seemingly are just as effective today as of yote.

MICHIGAN, DET.

Detroif, April 16

MICHIGAN, DET.

Detroit, April 16.

Last-minute switch in top attraction for current show, occasioned by mability of Mae Questel (Betty Boop) to appear due to illness, didn't seem to bring any bad effects. Frank of the control of t

runs about 55 minutes, flows smoothenough, but isn't as well balanced asit could be.

Polished and smooth describe the
Lathrops and Miss Lee, who'veshown here before to sock advantage. If possible, current appearance
of trio is even more sockaroo. Tap
routines are perfectly timed, and
trio's appearance is good. Miss Lee
soot tap is especially one than the
action tap is especially of the standar
applause.

McGiveney, whose quick-changeDickens siketh is familiar, alters the
act to include spotlights to show how
he manages to enact all the roles in
his 'Bill Sikes' skit. Impresses audience at first, but turn runs too long
and talking is so garbied it's hardly
understandable out fromt. Unfortunate, because act could be very entreaming stanza is alletted Ray and
Trent long and short fellas, who
offer wad of nifty balancing and
acrobatic feats. Combine a little nonsense to add further zip, and rewarded with an encore. Wells and
product by any means, but her carnesures grabs patrons attention.

Jupplementing Edu werner's
overtine, featuring 'Blu micolical
and ork's violin-section, 'is the Henrietta Schumann Trio, pianists, who
render 'Rhapsody in Blue' effectivenesting stream and the product by any means, but her carnestness grabs patrons attention.

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and ork's violin-section, 'is the Henrietta Schumann Trio, pianists, who
render 'Rhapsody in Blue' effectiveovertine, featuring 'Blu micolical
sprands, daised in habove ork level
on stage.

Mät Hener Riber schuler at lease, show

on stage.

on stage.

Mai floor filled at late show caught Friday evening (16). Flicker is 'The Woman I Love' (RKO).

Petc.

Embassy Newsreel, N. Y.

The current program is one of the best. Paramount opens the spring season with a nice roce track, flash honoring Herbert Bayard Swope, chairman of the New, York Racing Commission.

Commission.

The reels in singing their celluloid odes to the scason offer a nure of planted items, from bus riders to a very amusing bit which shows a bear sporting with her tiny offspring at the St. Louis zoo. It's a cinch for the kids and adults alike.

clips from its program. Couple of Mussolini displays on the bill but these are relatively mild as com-pared with some of those formerly exhibited.

mused with some of those formerly exhibited.

Mussolini got his usual boos, and even the spiel on the Wagner Labor realistics billing of a couple of razelasions billing of a couple of razelasion solid properties of the spiel of the former and the spiel of the spiel

one.
There hardly can be any amusement justification for that Universal
offering on the charms of the advertising methods employed by a Fifth
Avenue partumer. Clip is strictly
commercial.

Pensive moment on the program, the cli on the desolation of

if he cli on the desolation of Madrid.

Movietone's Lew Lehr churns, his butch dialect over a couple of battling monkeys who appear to be the same chimps in another boxing clip.

Mrs. Rosewelt and the President's mother, Mrs. Sara Delano, Rosewelt and the Mrs. Sara Delano, Rosewelt and the Sara Delano, Rosewelt and the Sara Delano, Rosewelt and France there is a picturesque offering of that country, famous black cavalry, squadron in drill. Horse drill is one of the finest seen. Yachting, racing, boxing, and polo are among the sports items shown and all, okay.

Royal personalities on the program include the King of Italy and H.R.H. Princess, Juliana and her husband.

band.

Among names in the news who are shown are Leon Trotzky and Gov. Hoffman, of New Jersey, latter shown signing the Limbbergh baby kidnaping reward measure. Shan.

DENHAM, DENVER

DENHAM, DENVER
Denver, April '17:

'Centennial Revue' runs a full hour, and is fast most of the time. No waiting for an emcee to do his wisecracking, but one act follows fast that seems part of the show and not just a pantomime to get a little applause, but built to entertain as the rest of the show.

Plenty of dancing, clever and well-costumed routines. Opens in an air-port with line of 22 girls in gay vari-colored costumes of split skirts and blouses. Sidni) bell Dees sings, and Emerson Frome taps as part of the opening routine, as line continues to dance.

The Claires do a fast juggling act.

dance.

The Claires do a fast juggling act, and it gets over. Femme places a saucer, cup and spoon on her head in the order and one i the other, one at a time, flipping them from her feet.

Paul Jordan sings 'Smoke Dreams' as line in Indian dress dances, and Verna Delloch and Michael White do specially dances.

Verna Delloch and Michael White do specially dances.

Joe and Eddie Dayton, comics, give a sock act that registers. Köylea and Berte do the conventional ballroom team stint, Sydni Del Dees sings—and she would be better if she woulds be shifted to be supported to the conventional ballroom to be supported to the convention of the Courtesans comes down, a stair. Half a dozen courtesans in colorful costumes, preceding the Cavalcade of Nudes. Not-content with having one, as most stageshows, this has four in this parade alone. Their dances, successively, are the apple, fan, sleeve and bat.

Fitz and Cabill, dancing comedi-

alone. Their dances, successively, are the apple, fan, sleeve and bat.

Fitz and Cabill, dancing comedians, offer a distinct departure in a dancing numbor, sort of a twin act, and both of them can shake their feet-plenty fast.

And here the show is rudely i terrupted to toss in Charlotte Henry and Pat O'Malley, from Hollywood, imported for just the Denver appearance. They're, not needed in the show, and their bit breaks Henry had been and interviews. O'Malley after he has made a somewhat awkward opening.

After the screen pair, the finale gets under way. Built as an integral part of the show, it affords each of the act a chance to do a bit, different from their former appearances, and then the tableaux with the nudest of all i a ten-gallon hat, giving away the state the show started out from —Texas.

Full house at the first show Satur-

Full house at the first show Saturday, with 'Girl' from Scotland Yard' (Par) on the screen. Rose.

Armstrong Ork H.O.'s

Current High, Swin ar) añ is Ari weeks

nd may poues to the scason oner a nuit of planted items, from bus riders, to a serry amusing bit which shows a bear sporting with her tiny offspring at he St. Louis zoo. It's a cinch for the ids, and adults alike.

House shows acumen in obliterating the distasteful foreign military enga

Unit Reviews

BROADWAY NIGHTS

(ORPHEUM, WINNIPEG)

(ORPHEULI, WINNIPEG)

Winnipeg, April 19.

This is one of those East Meets
West type of units that bob up every
so often. Carries the Eastern touch
into the general dropes, and chief
selling point is the Chinese revue
The flash looks like the unloading
of a musical comedy, with the whole
Louie family (five girls and a boy)
on for an opener, and from there on
everything is pretty generally mixed
up, with east vying with the west
for the next spot.

Carl Molliston comes up a couple
of times on the bin, his first as the
first times on the bin, his first as the
first times on the bin, his first as the
being Ripleyite, he opens of
the sold the selling times and
being Ripleyite, he opens
and the inevitable cigar. Fi ish is
rolling four billiard balls along his
back. He comes up again near the
end as Corporal Ezra Whittaker.
Mrs. Molliston, upit manager, works
with him as his grandaughter. Suppool to the bin with the selling the selling
some gags that haven old Civit wur
some gags that haven't been heard
for some time, anyway:
with a comedy dance.

Best part of unit is the Louie
family, though. Gang boasts clever
singing trio, acro dancer and torcher,
as well as some run-of-the-mill tapping First on is the gais trio. They
have a some run-of-the-mill tapping First on is the gais trio. They
her that rates several bows. Bubbles,
a juve, does a Soph Tucker imitation later appear in a fast tap routine,
report that the bill, while the trio
later appear in a fast tap routine,
later appear in a fast tap routine,
ross of this family group is Yif Moy,
acrobatic dancer. Alded by smart
costuming, gai takes with cutomers.
Besides opening the show Louie
the flock being introduced.

Excello Bros. in the three spot,
are a couple of lads using the high
pole stuff to good advantage.

Herb Camp, billed as the Rubinoff
of the Ghetto, is violinist in fancy
get-up-who sells ith his tricks, his
fielde playing not rating any particulater appear maner. Balled gives out
St. Louis Blues, the king walt
capable manner. Balled gives out

Look and Life Vanities

harmonizing and prove classy pai of brunettes: Offer swing, melody and novelty with plenty of charm and grace. Easily class of the show,

and grace. Assay class of the snow, inishing th hour and ten minutes are York and Tracy with rowdy comedy both in gags and action. York capitalizes on physical resomblance to W. C. Fields with Miss Tracy mostly in part of Dracula and stooge.

stooge.

Finale only serves as walk-on for acts and audience takes it to be amateur night patting its varied approval with each entry.

Screen has 'Internes Can't Money' (Par) doing its bit well.

Femme Folies of 1937

Femme Folies of 1937

(CAPITOL, ATLANTA)

Weils Bros., H Allanta, April 18.

Unit, build up frain marked the line of this u it with a five-minute turn, of this u it with a five-minute turn, of the line of the line of this u it with a five-minute turn, of this u it with a sock display on three parallel bars that has audience howling for more.

Unit, owned by Sollie Childs, of Chicago, who has another show, Partisenne Follies, now trouping around Virginia, is under management of Harry Shannon, fr., who ment of Harry Shannon, fr., who ment of Harry Shannon, fr., who can be considered in the first of the first o

baritone range, was next ith Rainbow on the River, getti good
hand.

Band does a number featuring
drummer. Florence Mikula, who
seems a seem of the seems of th

nuch. He, however, finishes up to a good hand combining his fiddin and tapping.

Simulation myrks in one for a few simulation myrks in one for a few simulations offering a bit of comedy while the Wells Bros. parallel bars are being set up. Lads then go through as dizzying a routine as audiences hereabouts have ever seen. Unit is, fast (45 mins.) and a welcome relief from shows that come south overburdened with terp. There are 18 in the company.

Look and Life Vanities

(ORPHEUM, OMAHA)

If ever a flesium in here past two seasons approfit in here past two states with the season that the form which with the defendence of the pangle but that unit is a consisting the past that unit

Variety Bills

NEXT WEEK (April 26) THIS WEEK (April 19)

Numerals in connection with bills below indicate opening day of show, whether full or split week

Frank Gaby
Lee Ballet

Ben Yost Sin Campo Lime 3 Sylvia Manon Charmion Charmion (16) Red Skelton Gordon's Dogs Stanley 2 Mills Bros

Stanley 2
Mills Brown
Kolthé (19)
Kolthé (19)
Kolthé (19)
Kolthé (19)
Kolthé (19)
Mojor Bowes Co
KANSAS (ITT
Mainstreet (23)
Oléen & Johnson
MINNEAPOLIS
Orpheum (16)
Stripping tie Stat
KOLTÉRO
KOLTÉ

DICK, DON and DINAH

This Wk., Apr. 16, RKO BOSTON Dir.: & Smith, Radio City

Loew

NEW YORK CITY State (22)
Cab Calloway Orc
CLEVELAND
State (23)
Ted Lewis Orc

WASHINGTON Capitol (23) Saul Grauman Re Jackle Heller Leuore Ulric Mells, Kirk Art Lang

Johnny Perkins

DALLAS

Maj (23)

Major Bowes Co

Major Lowes Co
DETROIT
Michigan (23)
Conway & Parkes
Roxyettes
Vic yde
Lester Cole Co
Beatrice Hagen

Oxford (22-24)

Paramount

NEW YORK CITY
Paramount (SI)
ALBERGUERGUE
Kilmo (SI)
Boll's BOSTON
Metropolitan (23)
3 Sophisticates
Reynoid's Girls
Lydla & Jeresco
Harris & Howell
Lydla & Jeresco
Harris & Howell
Lydla & Jeresco
Harris & Jeresco
CHICAGO
Lathrop Bros & L
Salicca Puppets
Carolyn Marsh
Corlonal (23)
Reynoid's White

Beatrice Hagen
MONTREAL
Loew's (23)
Sally Rand Co
TORONTO
Sheu's (23)
Bud Carlell & R
Jack Starns Co
Kirby & Duval
WACO
Orpheum (23)
Major Bowes Co.

Warner

PHILADELPHIA
Allegheny (22-24)
Allegheny (22-24)
Barney Grant CoMattin, Page & F
Enric (23)
Steph (23)
Steph Fetchit.
(16)
Jan Garber Ore
Rather (16)
Trold Johnson Co
Nicom (21-23)
Elizabeth (21-23)
Elizabeth

whiter Walters
Whiter Walters
FITTNBURGH
Stanley (23)
Major Bowes Rev
Ted Levil Ore
WASHINGTON
Earle (23)
Horace Heldt Ore
(16)
Jack Gwynne
Chilton & Thomas
Tailter Dare Wahl

Independent

State Lake (23)
State Lake (28)
State Lake (28)
State Lake (28)
State Lake (28)
Stare & Stripes'
Solvoi for Undress'
Solvoi fo Cevene 3 Jay & Lucille

Peter Higgin
Ted Cook.
(One to fill)
MEMPHIS,
Orphenn (2
Orphenn (

London

in half (19-21)
Helens 3
Helens 2
Helens 2
Helens 2
Helens 3
Helens 3
Helens 3
Helens 4
Helens (19-2)
Helens (19-2) Roy Bros

Dominion
Mary & Erik

4 Roberts
Now Victorin
Angela Purselles
Byron Poarl CoTrocaderon Rest.
Billy Costello
Norman Evans
Mooney & Moore

Weeks (19-2) Helen Morgan Sheldon & Fisher Joe Jackson (Seven to fill) BRIXTON Astoria Anton Bd Elsa & Ellda BROMLEY

CAMBEN TOWN CambuPeglog Bates
4 Rerman
4 Rerman
4 Rerman
6 Relth Wilbur
Palace
Kelth Wilbur
Philos
Fell & Francis
CHELSEA
Faluce
C Lucette
View

Grand
Songs from Shows'
EDMONTON
Empire
5 Carlton Sis
Tracey & Anders'n
HAMMERSMITH Palace
Bli & Bil
Chris Charlton

Super Alfred Thripp 4 Brilliant Blor Pell & Little ISLINGTON
Blue Hull
1st half (19-21)
3 Marschanys
Roy Bros

Meck (
ABERDE
ABERDE
TOOL
Jack Loss Bd
W C Barnes
Clarke & Murray
Harum & Scarum
Waiter Jackson
Bruce & Wyune
EDINHURG(
1st Harun) (19-21)
3 Ansons
2d half (22-24)
Will Russell
Royal

Royal
Harry Gordon

Harry Gordon
Moyson Sis
Moyson Sis
Moyson Sis
Moyson Sis
John Tiller Gis
Emont, & Caye
GLANGOW
GLANGOW
GLANGOW
Bond Rowell
Jan Calvert
Bond Rowell
Jan Calvert
Alec Halls & Page
Relier & Clare
Shevenon Puher Gis
Hilda MacAcut
Paramount
Teddy Joyce Co

2d half (22-24) Helens 3 Peel & Curtls KILBURN Grange

Songs from Show LEWISHAM Palace
Wilfred Greene 6
LEYTONSTONE Righto
Lee Masters
Wilson, Dake & H.
OLD KENT ROAD
Astorla

Astoria
Rimace
SHEPH'RDS BUSH
Pavilion
Ellen Kauer & Pinr
Stan Stafford
STRATFORD
STRATFORD

STRATFORD
BROADWAY
Afred Thripp
Broadway
COURT ROAD
COURT ROAD
COURT ROAD
COURT ROAD
Fred Thripp
Broadway
Court Thripp
Broadway
Cour

5 Carlton Sis Tracey & Anderson

Provincial Week of April 19

Muriel Byrd
Bob Berry
Bulel Essex our
Vincent Biragall Orc
Maxing Tappin
District Tappin
District Tappin
Maxing Tappin
District Tappin
District Tappin
District Tappin
District Tappin
District Tappin
District Tappin
Maxing Tappin
District Leith
Capitol
1st half (19-21)
Will Russell
2d half (22-24)
3 Ansons

2d half (22-24)
2 Ansons
LIVERCOOL
Furamount
Ractime topeare
Active topeare
Activ

Palince
Revnell & West
Payne & Hilliard
Edwin Lawrence
Jass. & Jessie
2 Derricks
3 Cuties
Sylvia

Cabaret Bills

NEW YORK CITY

III's Gny 90'e
Eddle Leonard
Jerry White
Rudy Madison
Gus Wicke
Yvette Rugel
Eithel Gilbert
Henry Lamars
Onfo Ball

Club G rhe
Manual Club G rhe
Manual Club G rhe
Jose Dlaz
Trini Plaza
Trini Plaza
Heiten Virgill
Dimitri
Club Howdy
John Adam
Al-Reisson
Elib Stone
Club Yumuri
Antonio & Carito
Smita Herraya
Rosita Ortega
Don Hilborto Ore
Otton Club
Thel Waters

Dithel Waters Geo D Washington

NICHOINS Brost
Duke Ellington Orc
Bessle Dudley
3 Glants of R'yth'm
Ivle Anderson
Alan & Anise
Mardo Brown
May Digges
Wen Taibert Choir
Ed Mallory Orch
Bill Bulloy
Jack: Dennser
Phil Romann
Du Pierrot's

reppino & Boatrice
Hotel Park Central
Tic Too Girls
Tic Too Girls
Tic Too Girls
Ruth Denning
Dorothy Jeffers
Buddy Berown
Betty Lewis
Buddy Brown
Men of Mantan
Hotel Park Lac
Lac
Hotel Penantan
Hotel Penantan
Hotel Piccallity
Trent Patterson
Tarro
Garyan
Jerry Stewart
Daves Schooler
Hotel-Picay
Hotel-Pinan
Hotel Piccallity
Trent Patterson
Tarro
Cary
Tory
Tenty Stewart
Daves Schooler
Hotel-Pinan
Hote Du Plerrot's
Joe Fescr Ens
Jane Stanley
Tom & Charile
Louise Brydon
El Chico

El ChitaChita
Lon-Rancheros S
Adelina Duran
Carlos Moatoya
Rosila Rios
Don Alberto Ore
Ernie Hoist Ore
Torrendu
Torrendu

l.os ...iedas Pedro Via Bd French

Hotel Shelton
Joseph Zatour Ore
Hotel St. George
(Brooklyn)
Fill Dantzig
3 Mack Bros.
Rita

Harlem Upront
Erabine III Vivitas Bd
Hilliam Fixteres
Holliam Fixteres
Hilliam Fixteres
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Hill Harlem Unroar Hotel St. Morits Jack Sherr Orc Hotel St. Regis

(Iridium Room)
Emil Coleman OrCharles Palumbo
Boy-Foy
Paul Gerrits
Hutel Taft
Geo. Hall Orc
Dolly Dawn
Johnny McKeever

Hickory House Joe Marsala Orc Joe Marsala Orc
H'lyw'd Resingurant
Del Casino
6 Debonairs
Tania & Kirsoff
L. Manning & Mitzl
Kny Taylor,
Tobby Joyce
Téd Adir
Patricta Gil
Charnion
Agnes &

flotel Astor Hotel Astin Or Campbell's Roylists Fred Lowery Grena Slowing Emilly Van Liesen Chas Hoffman Stanley Worth Robert Laylell-Plorenzos Walfon & Joanne Mitchell Ayres Orc

Hotel Murray Hill (Fountain Room)

Vera: Dunn Peter Randail Ann Stuart Duryea's Dolls Variety 4. Clyds Brennan

Gotel Biltmore Tommy Dorsey to Edythe Wright Norma Gallo Sandino. Bo Jack Leonard Hotel Edilson Bobby Hayes Ore Raigh Tores Toesdora Errocks Owner Hayes Toesdo Berry Hayes Gob Berry Hand Sunz Hunel Sunz

(Fountain Reom)
Dolores Farris
Ruth Kidd or
Buth Kidd or
Bob Berry
Bilnor Howers
Ray Sauler
Willard Keeler re
Santiona & Faire'ld
Holel New Yorker
Lennie Hayton Ore,
Nelsons Cats
Andy Iona Ore
Peppino & Boatrice
Hotel Park Cenirai
Tie Toe Girls

Sonny Kendla Ore Gus Martel Ore Maurice Shaw Ord Marita Lorraine Barrett Rond Hal

Lorraine Barrett
Romd Hail
Everett Marshall
Rosita & Fontana
Rosita & Fontana
Rendiowho Hoy
Wilinge Barn
Larry McMahon
6 Flying Whirlos
Willie Solinery
M Montgomery
M Montgomery
M Montgomery
Hon Kitchel
Logurbon &
Jean Kirk
Hank Ramseel
Ruth Craven
Tex Lewis Cowboy
Village Fewery
Village Fewery
Village Fewery

Holef Plaza Veloz & Yolanda Eddle Duchin Ore Will McCune Ore Hotel Rousevet 8 Internationals Guy Jominardo Ore Hotel Pluza Shella Barret Emile Petit Ore Village rewers Harry Wallace Yacht Clu Aan Pennington 3 Hacket-Cheers Tiny Wolf Johnny & George Art Stanley Orc

LOS ANGELES

Bob Grant Rhumba Bd Charles fleverly Wilshire Royal, Hawallans Harry Oweas Ore

Barry Owens Ore
Billimore Bayl
3 Radio Rogues
Pierre & Teamble
Lester & Translet
Dick Webster
Iny Hodges,
Marion Daniels
3 Ruythin Rasca
Fred Scott
Earleo, Riba,
Jimmy Giler

Holet Plaza

Cufe Cusinova B Grey & J Bergea Casanova Ore Loretta Lee Rex Weber Cnfe La Mine Park Ave Boys VI Bradley Sinn Cluir

Bob Grant Rhumba Bd.
Ceen:
Ruth Robin Caleary Brosch
Phil Harris Ore
Ri Miratise Ore
Rimmans Does
Rod Rimmans Does
Rod Rimmans Does
Rod Brickis Ore
Little Club
Thy Meredini
Jane Jones
Foul Kickels Ore
Little Club
Thy Meredini
Jane Jones
Foul Kickels Ore
Little Club
Thy Meredini
Jane Jones
Rose Valvida
Dimn's Domr's Domr
Rose Valvida
Denor's Domr
Rose Valvida

Naomi Warner Speck Watkins Vicki Fay George Redman Orc Pacific Susset Club Peggy Page Bernice Lyn Carolina Mason Nicholas 2 Buddy La Rue Al Heath Orc

Al Heath Ore
Polomar
Isadie Emerson
2. Jays
Stanies Hickman
Den Harcellino
Den Harcellino
Den Harcellino
Den Harcellino
Den Harcellino
Den Harcellino
Parls Inn
Dominic Columbo
Ken Henryson
Carla Martl Castle
Rudy & LaTosca

Johnny McKeever
Hutz Vanderbilt
Rddile Lane Dre
Goodelle & Parries
Orothy Howe
eitet WallardAstoria
Loc Matteria
Loc Edgar Bergeror
Kavier Cugat Ore
Hotel Weylla
Larue
Larue

Larue Frances Maddux Eddls Davis Orc Laurel-In-Pines (Lakewood, N. J.)

Transcrives.
Terry Greenina
Fred Berhens Ore
Le Cog Rouge
Horaclo Zito Oro:
Le Minge
Roberta Jonay
Roy Rector
Staryon Dile
Harry Horton Ore
Conkie Williams Or
Harry Horton
Harry Green
Horton
Harry Green
Horton
Hort

Gny Gay
Colleen
Georgia Lucky
Lew King
Jules: Novit Ore
Marlon Miller
Joan Houston
Jean Bradley
Jack Elkins

Jack Bikins

Herry's N.

Cubaret

Buddy Walker

Phelps 2

Short Waves

Marion Morgan

HI-2lut

Billy Snyder

Elsle Gilbert

Una Cooper

LeRoy & Weav

flotel Blamarck (Walnut Room)

Walaut Room)
Pull LeVant Orc
George Wale
George Wale
MeNallie Sie
Don & S. Jennings
Bert Granoff
Tod. Liebling
Terry Howard
Hotel Birevoort
Javos Sis
Stuth Joinstone
Joe Parlato
rake Hotel

Thora Maithalson Marguerita del Rio Juan de Martinis Pete Contrelli Orc

Seven Seas Lily Gibson Somerset House Betty Bordon Jack Owens Camille Saray

Tours's
Arnold Sis
Leona Rice
Jane Morgan
Irene Berry
Agnes Johnson
Al Eldredge Ord
Trocadern
Phil Ohman Ore
U-Gene's
Frank Gallagher
Nellie Becker

Harriett Smith's Gi otel Lasulle lue Fountain Room) King's Jesters Oro Marjorle Whitney C & Helen Stone Marlonette Rev

Marionette Rev
Hotel Morrison
(Terrace Room)
(Casino Parislen)
Emil Boreo
Olive & George
Enrico Bertolaso
Tod Liebiling Co
3 Bredwins.
Chappy
Arabel, Rich &
Buster Shaver
Lou Breese Orc

Hotel Palmer House (Emplre Room)

otel Sherman (College Inn)

Henry King
Marlo & Flori
Marlo & Flori
Russell Swan
Josquin Garay
4 Aristocrats
Abbott Duncers

CHICAGO

Ball-Ball
Mark Fisher Orc
Easter & Hazeh
Helene Carol
Helen Park
Jerry & Turk
Whicklingk Hotel Edgewater Bench (Marine (Marme Anson Weeks Rodrigo & Francine W Jennier & Buddy John Hale Harriett Smith's Gis

Blackings
Joe Sanders
Ruth & B. Ambre
Sally Jo Nelson
Sonny Jay
A'hez Purce

Sality Jo Nelson Sanny Jay (Pher Pares Winl Shaw Cross & Dunn Minor & Root Market Cross & Dunn Marlor Hone & White Henry Busse Orch Hone & White Hone Cumming Cub Alams Wights Agree William & Henry Mae Sis Art William Sales Hone Sis Buddy & Selma & Shales Sis Buddy & Selma & Rythy Girls Lou Sales Orc.

Chib film Alvina Morton Dorothy Walt Chessin 2 Simma Laska

Dorothy Wall
Gressin Aska
Del Retes
Lery Gildden Ore
Colosimos
Don Enrico
Del Retes
Lery Gildden Ore
Colosimos
Don Enrico
June St. Clair
Stroud 2
Willie Bobby Danders
B & F Gilosi
Bob Crouby
Chick Endor
Congress
Chas Farrell
Halliday & Clark
Howard - Brooks
The Crusaders
Gay
Gay (College inn)
Gertrude Hoffm
Cal Varslly 8
Garcla & Perrot
Sonny & Sonny
6 Lindy Hoppers
Ed Rickard
Red Nicholas Ore Hotel Stevens

Contraental Room,
Jimmie Joy Ore
Jimmie Joy Ore
Ronald & Roberta
Ronald & Roberta
Rothan Racketeei
S. Esquires
Rothan Roberta
Rothan Racketeei
Farnedth
Parnedth
Parnedth
Parnedth
Parnedth
Parnedth
Rolling Tarket
Charlyne Baker
Royale Froile
Royale Froile
Rolling Tarket
Dally Ray
Dawn & Darrow
Burnett & Walt
Prancis Wills
Francis Wills
Francis Wills
Rent Lishano Ore
Chas Engels Ore
God Club
Billy Carr
Royal Carb
Rothano
Rothan Rod
Rothan Rod
Rothan Rod
Rothan Rod
Rothan Rod
Rothan

Yacht Club

Frances Faye Evelyn Pai Frank Hall Robinson 2 Nino Rinaldo Orc 885 Club

CHEZ PAREE (Continued from page 50)

good-looking, tall boy who does several types of dancing. Wears no tass on his shoes and in a room of this size the intricacies of his steps cannot possibly be apprecial. Put either of these two singles into a smaller cafe and they would be stand-outs.

stand-outs.

Thorne and White have a chance of becoming stand-outs, too, but not the way they . A nice little femme dance team who do both eccentric and toe work, they spoil everything by wearing unsuitable colless. They have the looks, personable to the suitable of the

solves into the upper brackets. Minor and Root, a good ballroom dance team, fail to click here only because they follow a lot of slow show with a slow waitz routine; Mariora, a woman juggler, and excelent, also fails to land, but because lond, also fails to land, but because for a floor appearance routine for a floor solve. She would hit in vaudeville.

for a noor snow. Children or vaudeville.

Pierre Andre, formerly radio announcer, acts as mc. for this show, which has been changed four or five times trying to get it in shape, and which probably will be changed again in a week or two. It's still, even in its present condition, the bargai show in Chicago's interies, Loop.

Det. Spot May Play Pic P. A.'s Sans Ork. Acts

Downtown theatre, ex-RKO show-case and now operated as straight film house by Krim circuit, is ex-pected to start featuring personal ap-pearances by film players someti

pected to start resulting personal appearances by film players someti in May.

Mac Krim, now on Coast, is contacting screen performers on possibility of dropping off in Detroit for pa's while en route between N. Y. and Hollywood. While plan at present its merely to have stars appear is short skits, minus music or supporting bill, its believed policy will eventually be lengthened into full-length vaude if experiment proves successful. Under present plans players would do 15-minute sketches three or four times daily. 's would be spotted only occasionally to avoid using second films.

N. Y. ST. REGIS CLOSING NITERIES EARLY IN MAY

The new Neapolitan policy at the Hotel St. Regis Maisonette Russe, N. Y., ill run until the grill is closed around May 2. The Iridium

closed around May 2. The Iridium Room, formal dinery, will also fold for the season about the same time. The Viennese Roof of the hotel will retain the same policy and reopen for the summer May, with Jacques Fray's orchestra installed. Emil Coleman, from the Iridium, shifts elsewhere, but Jules Lande's band continues for the luncheon and cocktail sessions.

B'klyn Eagle Entangled In Union-RKO Picketing

Brooklyn Daily Eagle's promotion department got caught in the picketing tangle between the New York Musicians Union and the RKO theatres last week, with the result that name band leaders cancelled their acceptances of personal appearance invitations to a stunt which the newspaper was tossing at the Albee theatre in that borough. Union officials had notified the leaders that they attended the event they would be hauled before the trial board and fined.

Albe is one of the circuit's many houses which are being picketed in the local's drive to increase employment among its members. Newspaper had been conducting a personality contest, the winners of which were promised plane rides to Hollywood and back, and as part of the contest's finals it invited a number of radio names, including band batonists.

N. Y. Yacht Club's Likker Respite Pending Appeal

Review of the findings of the State Liquor Authority in revoking the license of the Yacht Club, West 52d street, N. Y., nitery, was granted Saturday (17) by N. Y. Supreme Court Judge Timothy A. Leavy. Meanwhile the restaurant will continue to operate under the old permit.

mit.
The State Board contended the operators of the restaurant had per-mitted Al Feshin and Jerry Brooks, non-licensees, to dispense liquor unmitted Al Feshin and Jerry Brooks, non-licensees, to dispense liquor un-der the club's license. Also that the club managers did not keep adequate records of liquor sales. The man-agers denied these charges at the hearing before the State Authority.

MAE QUESTEL ILL

Detroit, April 20.

Mae Questel, booked for the current show at the Michigan, was forced to cancel late last week when taken ill with pneumoni
Frank Committee

replaced her.

Ina Ray Hutton for N. Y. Par

Ina Ray Hutton's all-femme band goes into the N. Y. Paramount May 19.

It'll be the first date for this crew at the Par deluxer.

SUMMON AGENCY RECORDS

44th St. Rivalling 'Street of Hits' TICKET BROKERS Equity Decides on Secret Ballots With 'Babes,' 'Regina' and 'Richard'

with the advent of 'Babes In Arms' at the Shubert, N. Y., 44th street is even up on the 45th street block, called the street of hi . New musieven up on the 45th street block, called the street of hi. 'New musical is rated set for a run, while the standouts' ictoria Regina' and 'King Richard II' and quartered nearby in the Broadhurst and St. James respectively. Other block has two hits in 'You' Can't Take It With You' (Booth and 'Tovarich' (Plymouth) but incomers this week may possibly boost the hit percentage. However 'High Tor' another success on the street, being housed west of Eighth avenue in the Beck.

Shakespeare has kept James. Highted this season. House started the season badly. with 'Ten Million Ghost's but reaped a harvest with 'Hamlet', when it moved there from the Empire, 'Richard,' the surprise revival click of seasons,' has been cleaning up. Strength the attraction is amazing to showmen, with the line at the box office rarely breaking. It has been topping \$18,000 weekly, with mail orders from all sections counting.

Sale for 'Richard' extends to June 1. On May 21 it will play its 100th her formance, a world's record for the work. The occasional presentation of the play in London never measured up to the St. James engagement either in takings nor the number of consecutive performances. It took Maurice Evans, an English actor, to score with a drama that had not been presented in America for 50 years. Despite his standing. Broadway was skeptical and figured the revival had two strikes on it prior to premiere.

the revival had two strikes on it prior to premiere.

"Regina' is now announced in its final six weeks and will continue until May 29, two weeks beyond the scheduled closing date. Holdoyer hit is booked for a 39 week tour starting in the falk Run will have been 68 weeks spanning an entire second. ing in the fall. Run will nave open 66 weeks, spanning an entire second season, after laying off last summer. Play will have been given on Broad-way 516 times, being the longest stay of any, attraction i which Helen

of any, attraction i which Helen Hayes starred.

The Masque of Kings' moved from the Shubert to the Majestic to make way for "Babes." Latter spot was chosen because of the lively attendance to the other hits on the block and expected drop-ins from turnaways when the other shows hit capacity late each week.

B'WAY HITS INSTALL **NEW COOLING PLANTS**

Cooling systems have been ordered for at least three Broadway legit houses—the Booth, Plymouth, and Barrymore—all operated by the Shuberts, Each of the trio is tenanted with hits; "You Can't Take the Women," being spotted in the order named, work on installation is slated to start immediately under an agreement that the systems will be in operation not later than June 1 Last season several legiters installed airsonationing plants; one kind ranother, and others are expected to follow the present Shubert improvement move, the percentage of thearts equipped to house shows during the start of the start in the start in the season several legiters installed airsonation of the start in the st

False Alarm

ig used in 'Frederi', 'Imperial, N. Y., was the cause of minor excitement one night last week, while parked in the alleyway between that theatre and the Music Box. Bill Norton, manager of the latter house, imagined the noises emitted by the little porker sounded like a woman being strangled. He summoned a traffic cop who entered the darkened alley with a drawn gun. gun. When

when iscovered the squawling piggy, copper thought it was a rib and was on the verge of mussi Norton.

N. Y. MANAGERS **WANT INCOME** TAX CHANGE

on the possi ilities of changes in the Federal and State income tax laws whereby the levy would be akin to the English tax system, whereby a citizen may spread profits and losses over a period of years. That was pos-sible over here where the show or theatre was incorporated, until this year when a change in the statutes on undistributed profits, voided the provision.

Producers of plays and operators of theatres claim theirs is a more Producers of plays and operators of theatres claim theirs is a more hazardous business than in any other field, including stock brokerage. They point out that a manager may make a profit of \$100,000 withi a year and lose as much the next season. Under the present system they feel that the arrangement is equitable and that show business should be made an exception in should be made an exception in taxation.

During bad seasons the showmen are embarrassed as to how they can pay the tax on the previous good season. Percentage of play failures have not had hits in as long as 10 years.

years.

It is expected that the Theatre League will consider the problem and a committee sent to Washington in an effort to secure the passage of wanted tax statutes. The complained of legislation appears to affect the legit showmen more than others such as vaudefilm managers whose business is much more steady season after season.

Nominating Alternate Called Unconstitutional By Equity's Council

FINGER-PRINTED

Federal Men Question Tax Return Figures of B'way Specs—Case Is Postponed for Second Time Because of Lack of Definite Proof

DEFENDANTS HOPEFUL

Objective of the government i its scrutiny of New York ticket agency men was not revealed when they were slated to U. S. Commissioner Cotter last week, but the brokers not enough evi-dence was secured, when the matter was put over for two weeks. Ticket , are more than or inarily puzzled because of the tactics used by the Federal men assigned by Washington to look over the situa-

Washington to look over the situation.

They were not merely summoned downtown. Warrants were issued, bail was required and the men were fingerprinted. That was regarded as humiliating by most and all were indigant over the digit, identification. The charge is failure to stamptickets resold at a premium, which the admissions law calls misdemeanor, which calls for a maximum fine of \$100, although bail was five times that amount.

Half a dozen brokers were given a second visit by government agents. They were summoned to the Internal Revenue Department quartered at 9th avenue and 30th street, where they were ordered to turn over

at 9th avenue and 30th street, where they were ordered to turn over books and records for inspection. Agencies involved were slated to deliver such books Tuesday. (20).

The ticket boxes of three theatres were examined by Feds some days before the hearing was scheduled but no evidence was found of violations in ticket stamping. Brokers are supposed to paste slips on the reverse side of tickets already stamped over. That is one of the rules: which the ticket men say is impractical. impractical.

Suspicions

rules: which the ticket men say is-impractical.

Suspicions

It appears, that the monthly tax returns on tickets have been scrutinized, and becauce of wide variance, the tax men became suspicious of irregularities and possible withholding of proper amounts. Some agencies are said to have paid as little as \$10 monthly, others sending in around \$100 monthly. Brokers' end of the admissions tax sometimes exceeds \$300 per month.

Theatres are responsible for the amount of the face value of each ticket sold. When an agency charges 75c over the bon rate, he must pay the collector 10% of that premium 8c the usual amount paid by purchaser being \$4.13 per ticket. If a higher premium is obtained, the 10% levy still applies but brokers claim there are overlapping taxes when one agency sells tickets to another. Frequently tickets, change hands among agency people two, and three times, price being upped a dollar interchange. Under the rules a \$3.30 ticket for a hit may be sold for \$6.60. Even though that be but \$1 over the price paid by the final seller, a tax of 66c is supposed to be paid the government. That in addition to the ori inal 30c from the theatres would bring the tax on such tickets up to 96c. On such figuri the government's claim of \$500.000 is probably based, but the number of high-priced tickets sold by one agency to another is problematical. Rule calling for 50% of all money paid the theatre in excess of the established price still appli but managers no longer partici in the 'ice' because of the law: ratuities to box office men vary widely but one is said to have reported \$5.000 in his personal tax return rating such coin as income. It is expected the collector will accept the feur and tax paid on that basis. another, and others are expected to follow the present Shubert improvement move, the percentage of theatres equipped to house shows durthe heated period now steadily increasing, Marti Beck's, first of new installations, ill be ready in two weeks.

The idea of a central control plant for a group of houses which were mentioned to get ir-conditioning has been dropped, clieved that the deal for equipping the three Shubert theatres, however, permits paying off over a term of years.

Decision to equip the trio may have been partially crystallized by the cast of Tovarich. Players are raid to have advised Gilbert-Miller, shows producer, they would consider playing through summer, it he house was air-conditioned. Miller's own theatre (Henry Miller's) work theatres would the committee absentec was Jimmy Durante, who went to Florida during the week. "Red Hot and Blue."

Committee absentec was Jimmy Durante, who went to Florida during the week the committee filled the slate, rature around \$20,000.

All the Way in Annual Elections

Hampden Says 'No'

South Morwalk, April 20.
Walter Hampden, confined to is home at Ridgefield, Conn, with a broken ankle, states emphatically that he will not be a candidate for president of Equity. The subject is irrevocably settled in the negative. Tam touched by the various petitions, of course, but I will not be a candidate, says Mr. Hampden.

EQUITY AGAINST DICTATORIAL PAY CUTS

When cutting of salaries is deemed necessary to prolong engagements. Equity's council believes that a majority of the players in any cast shall prevail. But the practice of some managers trying to force actors to accept under threat of dismissal notice is frowned upon, especially when it is stated or implied that a replacement will be made at a lower salary.

Equity has adopted a rule that when a manager hands out a notice to one or more actors in order to prevent them attending a board prevent them attending a board hearing, or if after appearing before the cuts board, the managers re-fused to abide by the spirit of the meeting and hand out notices, then in such cases no actor may replace

another in the same part at a lower salary without Equity's assent.

Action was taken to prevent managers from evading decisions of the board.

New Equity Contract Providing Rehearsal Pay During Tryouts

Equity is issuing a new contract for try-outs, the principal feature of which provides for rehearsal

There has been no such requirement for plays tried out during the heated period. Pay for rehearsal try-outs is at the same rate as already established-\$20 weekly for seniors and \$15 for

abbreviation contract is of the production form. Rehearsal coin is to start after the third day, so that easts for try-outs played for one week will get one and a half week of rehearsal pay. When plays are tried out by summer stocks, under stock conditions, the new rule

are tried out by summer stocks, under stock conditions, the new rule does not apply.

There has been a growing tendency to try out plays by companibefore the start of the summer stock season. Such rehearsals are usually held in New York, but if out of town players must be paid sustenance money, which is \$5 per day. Same stocks may end the season with a new play try-out also. Rule for try-out scalls for the player receiving salary for at least half the time spent in rehearsal, so that if two weeks of preparation are used, the cast must be paid at least one full week. Should the lay continue after two weeks, two weeks' notice is required from ither player or managen. Probationary period for

is required from ither player or manager. Probationary period for try-outs is three days. New try-out form also calls for arbitration in matters in dispute be-tween actors and managers.

Equity's election of

councillors for a three-year term will be conducted entirely by secret ballot. Regardless of the referendum, results of which will not be known until later, that method will be used.

That originally stated Vasisty recently, but through an error i Equity it was stated that the secret ballot would only apply to the mail vote—those members resident outside the city, principally in Hollywood. in Hollywood.

in Hollywood.

The electi , which has been definitely dated for June 4, will follow the lines adopted by the council which reversed itself after being preponderantly against secret voting. Members will be given two envelopes and one ballot. They will write their names on the first envelope, and after it is verified that they are in good standing, the ond envelope, sealed ut without marks of identification, will be placed in the ballot box. Eme applies for votes received by mail. Reason for the referendum is the

plies for votes received by mail.

Reason for the referendum is the insistence by the opposition within Equity which seeks to have all matters decided by the same method, one which the administration insists is unwieldly and unnecessary. Officers again aver that it is better for the council to make rulings on all such issues, since, if found to be obstructive, they can be easily changed, whereas an amendment to its constitution, sought by the opposition, would involve lengthy proceedings and put the association to unnecessary expenditure to correct or repeal the amendment.

Issue Less Important

Issue Less Important

Issue Less Important
Indications now are that the admi istration, through the council order for privacy in voting at the election, has virtually made the referendum matter a much less important issue than when the petition for it was handed around. The referendum will be sent out not later than April 27 and polls will close June 15. If the idea is adopted it would affect elections for council for the next three years. But council itself can adopt another rule to make voting secret thereafter whether or not.

The opposition petition aiming to

The opposition petition aiming to place Walter Hampden in candidacy for president in opposition to Frank Gillmore has not been filed with Equity. Proponents are waiting returns from the Coast before doing so. Odds are that he will not ac-

(Continued on page 63)

B'WAY LEGITERS' 'PENALTY HOUSES'

Not generally known that most of Broadway's legit theatres are rated penalty houses by the musicians union. Term is applied when a theatre, sans an orchestra, books in a musical and places men the pit. In such cases the minimum age is upped more than 20%. Tren to drop three and four plece orchestras in theatres having straight shows included most of Broadway's list, but, in the last two or three seasons, some attractions re-installed the musicians (such shows as "Three Men On a Horse'). On a Horse

On a Horse').

One of the penalty theatres the Shubert, which had no orchestra for two or three scusums.
Minimum for men in the pit for
Babes in Arms' which opened last
week, is \$100 weekly. Usually the
scale for a musical show is \$80 per
man.

scale for a musical show is \$80 per man,
Four-man pit outfit calls for a total wage of \$257 weekly, but managers may lay off the men and pay them \$128, New York being the only stand where that is permitted by the union. Most showmen have preferred not to use musicians at all. ion does not limit the salaries of conductors, latter making their own contracts with producers for figures considerably higher than the scale.

Katharine Hepburn's H'wood Chores Will Probably Shelve 'Jane Eyre'

ringing 'Jane Eyre' into New York next season are dimming rapidly

next season are dimming rapidly. Understood management has about abandoned hope of getting Katharine Hepburn again for the title part. Contracts for the rest of the cast have been abrogated. Believed whole idea of reviving the show.has been given up by the Guild. When 'Eyre' folded in Baltimore, April 3, it was announced that Miss Hepburn would make two pix in Hollywood this summer, and return to open the Helen Jerome play in Philadelphi, early in the fall, before bringing it to Broadway. Understood, however, that Sam Briskin, RKO production head, has since then repeatedly refused to indicate to Guild execs how many films Miss Hepburn will do or how long she'll be kept on the Coast. Guild has, consequently, despaired of reviving the show at all.

Reported that Miss Hepburn's contract with RKO has only short time to run. Understood her demands for new contract will include time off for at least one legit appearance on Broadway a year. Unknown what her legit plans are for next season, but, if she has any, apparently, they don't include 'Jane Eyre'.

Many Headaches

Since play opened in New Haven last December, 'Eyre' has been succession of headaches to the Guild Helen Jerome did extensive rewriting, particularly to the name part. Authoress recently indicated desire to have producers call the whole thing off and return the script to her. Guild is reluctant to do so, but in view of nability to get Hepburn again, may have to accede to Miss Jerome's wishes. Although play was panned by number of out-of-town reviewers and Brooks Atthisson, of the N. Y. Times, disliked it when he went to Chicago to see it, 'Eyre' toured to heavy grosses. eported it made money for the Guild even though it never came to New York.

'Jane Eyre' was to have been the sixth play in the Guild's 1936-37 subscription season. When show folded in Baltimore, however, Guild announced its season would include only five shows and that subscribers would get 'rain checks' for an extra production next season.

With the Jerome play now probably off entirel

Robert E. Sherwoods Sailing for Europe

Robert E. Sherwood and Mrs. Sherwood sail Saturday (24) for Genoa. Will be there a week, continue on to Greece, then return to Italy. Intend spending summer in England, getting to London in time for Coronation. Plan to return to America about mid-September. Playwright hopes to finish two scripts while away, having been working on one for two 18.

Plan No. 3 'You Can't'

ird company of 'You Can't Take
It ith You' is being cast by Sam
Harri opening Labor Day in
Boston. Roy Johnson has already
been cast as the xylophone player,
deal being set by William Liebling.
Ori inal 'You Can't' production is
roadway's top comedy hits
and is certain to run through the
summer and probably well into next
season. Second company its
IIth week in Chicago.
Also understood Harris is recast'Stage Door' for early fall re-

'Lady' D. C. Repeat

Washington, April 20.

Washington, April 20.
National, now Cap's only legit spot since J. J. Leventhal gave up Belasco to pix, will follow third week of celluloid 'Good Earth' with return of 'First Lady', for week beginning Monday (26).
Ruth Draper comes in May 3 for first complete week in several years. Town has been week-stand for Cornelia Otis Skinner for three seasons.

LANGNER SAYS **GUILD HAS NO PIX INTEREST**

Dayton, O., April 20. Stopping off here for the weekend on his way from Hollywood to New York, Lawrence Languer, Theatre Guild director, that he knew nothing of the reported agreement between the Guild and Leslie Howard relative to a motion picture ven is visit to the Coast had no ing proposition, he
The Languers went to San bearing

Francisco first to visit Mrs. Langmother and the Eugene O'Neill's, and then dropped in on

O'Neill's, and then dropped in on Hollywood for first view of the film colony.
Languer said the Guild would like to see 'Porgy and Bess' put on the screen, but as far as he knew no such arrangements had been completed. Personally, he said he was a theatre man and not interested in pictures.

pleted. Personally, he said ne was a theatre man and not interested in pictures.

The Gulld next season will produce a modern play by Sidney Howard, The Ghost of Yankee Doodle, a Ben Hecht play, To Quito and Back, et al. He and Mrs. Langner are also working on a new play.

Langner has great hopes for the road and thinks much good will come from the convention of the American Theatre council in New York in May. He remarked that 'if every playwright of established reputation would write one good play each season there would be enough produced in the legitimate drama to afford substantial road show seasons for the inland cities.

After operating their Westport cow barn summer theatre for six years, the Langners have leased it for this season in order that Langner may devote himself to his patent law business.

Several 'Abie' Cos. Besides B'way Troupe

'Abie's Irish Rose' is dated for re-vival at the Little, N. Y., in mid-May and Anne Nichols also plans several 'Abie's' for out-of-town showing. Authoress-manager will follow the same lines as when her record-run comedy was current on Broad-way and half a dozen companies

run comedy was current on Broadway and half a dozen companies
toured.

Miss Nichols operates the Little
and proposes renting theatres in keystands as she did when the 'Abie'
companies ori inally toured. At the
time she was not in accord with the
restrictions of the Shubert nor the
Klaw & Erlanger booking offices and
secured houses out of town under
lease. Some theatres so obtained
were formerly burlesque spots, but
the success of 'Abie' was not impaired.

Understood that the combined
booking offices has advised Miss
Nichols that if booking any of their
out-of-town theatres, 'Abi ' must
play no other houses. She refused
to be so tied up and leases on i
dependent theatres are in negotiation.

Boston will see one of the 'Abie's'
soon after the Broadway nevival gets
under way. Casts have been lined
up, players formerly with the show
being interviewed. Only casting to
be completed is the selection of juveniles and ingenues.

Hollywood Call Sends Juliet Forbes Into 'Rat'

Juliet Forbes replaces Wyn Cahoon in the original production of Brother Raf' at the Biltmore, N. Y., beginning with tonight's (Wednesday) performance, Miss Forbes recently closed in 'Stage Door!' Miss Cahoon is under a term contract to Columbia and was originally skedded to stay with 'Raf' through the season, but studio wants to go in

production with pic immediately.

COAST BARNS OPEN

Fred Rath Plans Broadway-Holly wood Straw Hat at Newport, Cal.

wood Straw Hat at Newport, Cal.

Newport, Cal., April 20.

Taking stock of the eastern barns and town halls filled with summer legit companies, Fred Rath, former Paramount writer, is organizing such an outfit here. This shore town is several miles south of Los Angeles on the highway to San Diego.

Professional company is being organized, known as the Broadway-Hollywood Players, to present latest Broadway successes. New plays also will be given tryouts. An apprentice group and junior stock company will be maintained at Laguna Beach, still farther south.

Rath, formerly associated in ownership of the summer treetre at Ivorytown, Conn., declares Equity has okayed the plan.

Marilyn Miller's Sisters Disclaim O'Brien's Right to Share in Estate

Contest over the will of the late Marilyn Miller discloses her estate to be much less than generally anticipated. Outside of a \$60,000 trust

It ith You's is being cast by Sam tharri opening Labor Day in Genting Labor Day in Boston. Roy Johnson has already been cast as the xylophone player, deal being set by William Liebling. Ori inal 'You Can't' production is roadway's top comedy hits and is certain to run through the summer and probably well into next season. Second company its 11th week in Chicago.

Also understood Harris is recast. 'Stage Door' for early fall results and is certain to run through the summer and probably well into next season. Second company its 11th week in Chicago.

Also understood Harris is recast. 'Stage Door' for early fall results and in the leading roles of 'The Great Waltz'. St. Louis, April 20.

Bernice Claire in 'Waltz'. St. Louis, April 20.

Bernice Claire in 'Waltz'. St. Louis, April 20.

Bernice laire will appear with Glady's Baxter and Guy Robertson in the leading roles of 'The Great Waltz', opening production of 1937 Municipal opers season starting, June 4, and running for 10 consecutive nights. This will be the operett's first outdoor preserver!

Miss Claire will be making dyout in all rescond the same of Miss Miller's two sisters, claim as \$40,000 of the mother, as starting tund bequeathed to her mother, as the mother, as the was munt to \$31,000, but there are \$34,000 in claims against that money. Contention is made that the will was ided two years before they became acquainted.

Star was believed to be independently wealthy, it being estimated that the will was willed to Edwin Reynolds, her father, of New Orleans; her mother, now Mrs. Ada Thompson of Hollywood, who was not well entered the same of Miss Miller's two sisters, claim and the amoney. Also money the star mount to \$31,000 to \$4,000 of the saide the trust had the did not support his wife. O'Brien.

Estate was well do to Edwin Reynolds, her father, of New Orleans; her mother, now Mrs. Ada Thompson of Hollywood, who was not well entered the saided two starting the saided two starting the saided two starting the saided two parts of the saided two starting t

though she spent money freely and aided all comers who reached her with a sad story. Opposing O'Brien's claim are Miss Miller's two sisters, Clare Montgomery and Ruth Sweeney. Mrs. Montgomery was formerly married to James McGowan, time prominent vaudeville agent.

In court it was 'testified that O'Brien' did not support his wife. Among other things it was claimed he did not visit her often at the hospital but an attache testified he was there morning, noon and night. One sister said the star died in her arms, with other testimony saying the same thing in favor of O'Brien.

Estate was willed to Edwin Reynolds, her father, of New Orleans, her mother, now Mrs. Ada Thompson of Hollywood, who was not wellenough to attend the funeral, and Mrs. Carrie Carter, mother of Frank Carter, her first husband. There appears to be no residue to be divided among them, whereas the sisters would ultimately participate in the trust fund.

Schwartz and Stallings in Huddle With Rockefellers on Plans for Spec

Tryout for Skowhegan

rodigal Father, new modern comedy by William E. Barry, will be tried out this summer at Skowhegan, Me, with Arthur Byron, and probably Mary Phillips and Mary Rogers, Intend doing it on Broadway when and if successful. If show doesn't click Byron may return to Hollywood in the fall, Has no other plans.

THEATRE GROUP TO ENCOURAGE THE ROAD

After discussion and upon learning that a number of out-of-town theatre men plan to be present at the American Theatre Council convention starting May 24 in New York, it was decided that the touring of plays and the problem of meeting more effectively the renewed interest out of town in the drama will be the main topics to be considered by the conventionites. A populous advisory board had about been completed. It is expected that in addition to addresses by those of the profession to secure 'critical contributions by representative of playgoing groups.'

Some in Equity have looked on

groups.'
Some in Equity have looked on
the new association with some suspicion. They want to examine the
proposed constitution adopted by
their own council, fearing the possibility of Equity delivering itself,
into 'the hands of the managers.'

sibility of Equity delivering itself into 'the hands of the managers'.

Advisory Board
Paul N. Turner and Warren P.
Munsell, executive directors of the convention, have just announced the personnel of the Advisory Board to be as follows, though additional names will be added during the next few days:

New York: Alfred Lunt, Lynn Fontanne, Charles Coburn, Maurice Evans, Walter Huston, Helen Hayes, Brock Pemberton, Gilbert Miller, Gene Buck, Brooks Atkinson, Burns Mantle, John Mason Brown, Herman Shumlin, Theresa Helburn, Antointte Perry, Norman Bel Geddes, Lee imonson, William McBride, Lee imonson, William McBride, Lee imonson, William McBride, Daniel Frohman, Martin Beck, Adrienne Morrison, Lee Shubert, John Golden, Frank Case, Anne Morgan, Emanuel Celler, Jack Pulaski (VARIEYZ).

New Haven: William Lyon Phelps, Walter Pichard Expended.

New Haven: William Lyon Phelps, Walter Prichard Eaton.

water Frichard Eaton.
Philadelphi: Arthur Hobson
Quinn, William K. Huff.
Washington, Andrew R. Kelley,
Chicago: Claudia Cassi Sam P.

Gerson,
Denver: A. M. Oberfelder,
Madison, Wis.: Asher Levy,
Baltimore: Leonard B. McLaughlin,
Warren Wilmer Brown, Louis Az-

Detroit:
Wilson.
Cleveland: Carl Hanna.

Wilson.
Cleveland: Carl Hanna.
oston: L. A. Sloper, linor
Hughes, Elliot Notton.
St. Louis:
Charles J. Cella.
Albany: C. R. Roseberry.
Buffalo: William E. Marti
Memphis: Harry Martin.
Des Moines: Kenneth Clayton.
Louisville: Boyd Marti
Newark: Edward S. Hipp.
Charlotte, N. C.: T. D. Kemp,
Dayton: A. S. Kany.
Providence: Garrett Byrnes.
Montreal: S. Morgan-Powell.
Imer Kenyon, formerly of Carnegic Tech (Pitt.) little theatre, and
the Theatre Guild, is p. for the
convention, Ray, Henderson and
Helen Deutsch having withdrawn
because of the pressure of other
work:

Shows in Rehearsal

'Room Service'—George Abbott.
'Sea Legs'—Bannister & Byrne.
'Orchids Preferred'—Charle

'Without Warning'-A. L. Jones.

Arthur Schwartz and Laurence Stallings are huddling today (Wednesday) with Radio City board of strategy for possible production of their operetta, 'Virginia,' at the Center theatre, N. Y., this fall. Pair arrived from Europe late Monday (19) and immediately confabbed with Rocketeller group. In addition to his other plans, Schwartz is toying with the idea of

Schwartz is toying with the idea of producing legit shows on his own in the fall. Brought script of Three Blind Mice, unproduced play by Stephen Powys, which he would like to do. Also considering American production of same author's 'Wise Tomorrow,' current London success. Doesn't know whether to produce alone or association ith some-

alone or association ith someone else.
Besides extensive writing to complete score of 'Virginia' while away,
Schwartz took time out to look over
actors for 'Between the Devil,' musical by himself and Howard Dietz,
which Shuberts will produce in the
fall. Jack Buchanan and Evelyn
Laye are set for the cast. Yvonne
Printemps may do other lead, but
contracts weren't signed, Show goes
into rehearsal in August.
While Schwartz and Stallings are
owd dickering with Radio City exces

While Schwartz and Stallings are now dickering with Radio City execs regarding possi production of 'Virginia' by Music Hall staff in the Center theatre, no definite decision is expected for at least a week. Neither book nor score is completed and deadline isn't until May 8.

Feeling around Rockefeller Center, however, is that show will be next tenant of the Center and that Music Hall staff will do it. Will be another Hall staff will do it. Will be another elaborate production, similar in size to 'White Horse Inn' and Great Waltz,' if and when. Understood Rockefeller's idea in producing on their own would be to insure stable and permanent production policy for the Center.

HEAVY LEGIT RUN FOR L.A. THROUGH TO JULY

Los Angeles, April 20.

Booked nearly solid until around July 1, Biltmore theatre here will have its longest legit season in years. House currently is housing Homer Curran's Coast production of Tovarich."

Alfred Lunt and Lynn Fontanne come in May 24 for two weeks of Tdiot's Delight, and follow that with two weeks of their new play, 'Amphytrion.' Dead End' comes in June 7 for three weeks.

Already set for next season are Brother Rat, 'You Can't Take It With You' and 'The Woman.'

'Hitch Your Wagon' Gets Leblang Tieup

New arrangement has been entered into concerning 'Hitch Your Wagon,' 48th Street, N. Y., whereby a cut-rate deal with Leblang's will carry the show along for at least two more weeks. Those interested in the plan, in addition to the ticket agency, are the producers, Pearson & Baruch, and Sam Grisman, who operates the house with Jack Kirkland.

'Wagon,' which attracted some attention out of town, and also was objected to by John Barrymore, because of its theme, drew a mild press and similar attendance. Understood the cast agreed to a salary cut.

Henderson Planning **Ann Arbor Fest Bills**

Detroit, April 20.
Robert Henderson, back from the Coast, after eight months directing plays there, is completing plans for the eighth annual Ann Arbor (Mich.) dramatic festival, which opens May 17 in Ann Arbor, Programs will contain "Tovarich" and six of Noel Coward's Tonight at 8:30' playlets.

'Idiot's Delight,' \$18,000, 'Red. Hot.' \$16,500, in Short W'k, Chi's Pacers

Two new shows arrived last weekand proceeded to garner genuine
sheeks. 'diot's 'Delight' got away
togacity as the final bill of the
American Theatre Society-Theatre
Guild and is a cinch for bulging
walls during its stay.

Red Hot and Blue' at Grand Tuesday 103 night, with the audience
sent from at 8:50 when the curtain
froude. Opened on Wednesday and
three weeks in advance.

Yiddish play, 'Water Carrier' fin-

three weeks in advance,
Yiddish play, 'Water Carrier' fininhed its stay at the Selwyn last
night (Monday), with the house
dark until April 26, when 'Close
Quarters' opens as the first top-flight
legit premiere Chicago has had in
years.

Estimates for Last Week

Tdiot's Delight, Erlanger (1,400; \$2.75) (2nd week). Getting 'em in with a shoehorn for a smash. Better than \$18,000 on its first week.

Red Hot and Blue, Grand (1,300; \$3.85) (2nd week). Opened Wednes-day (14) and touched good \$16,500 in first six performances. Got rave no-

The Water Carrier, Selwyn (1,000; \$2.75). Closed here last night (Monday) with around \$7,500, okay. You Can't Take It With You. Harris (1,000; \$2.75) (11th week). Feeling the competition; good enough, however, at \$14,500 for last week.

'Lonely Man.' Blackstone. Tonely Man, Blackstone, Abram Lincoln fantasy opening post-poned again, Having difficulty with scenic designers and workers.

'Mississippi Rainbew,' Princess. Colored cast show doing well on fine word-of-mouth.

TOVARICH' IN L. A. PREMIERE AT \$5.50

Hollywood, April 20.
Continuing as the town's sole legit, aside from the Federal Theatre Project shows, Henry Duffy's Coast production of Boy Meets Girl' had another clear field last week and currently went into its final stanza. Biltmore relighted (19) with Homer Curran's Coast version of Tovarich, which preemed at \$5.50 top.

Estimates for Last Week
Toy Meets Girl,' El Capitan (Cd-1570; \$1.85) (6th week). Trade started slipping and at around \$4.000 not so profitable. Current week final.

mal. WPA
Merchant of Venice, Hollywood Playhouse. Currently in final week, folding Sunday (28). Successor, 200 Mills of the Merchant of Venice, Hollywood Playhouse, Holly May 2 after fairly substantial run.
"Uncle Tom's Cabin' (dramatic puppet version) Beaux Arts, In for four days starti (22).

Mexico City, April 20. "Tovarich" an outstanding click in Spanish by an Iberian company at the Teatro Arbeu here.

Two N. Y. FTP Shows Skedded for Wash, 0.0.

Hallie Flanagan, national director of the WPA theatre project, has decided to show two of the New York presentations in Washington so that senators and representatives may lamp the attractions. Idea is a step towards ultimately obtaining Federal grants annually to support her plan for a national theatre.

'Dr. Faustrs' current at the Hioti.

eral grants annually to support her plan for a national theatre.

'Dr. Faustus,' current at the Iliott, N. Y., and Power,' playing the Ritz, N. Y., are the plays selected. Former is due in the capital the middle of May, After a week or so in Washington, Faustus' will be brought back and will alternate with a WFA musical tentatively known as 'The Machine Age.'

Mrs. Flanagan also announced a collegiate playwriting contest, sponsored by the WFA and a weekly formed national collegiate advisory committee. Contest is expected to stimulate student interest in drama, establishment of a central college play bureau and to further student interest in WFA shows. Any encolled college student can submit scripts of full length plays without restrictions although plays 'with a background of contemporary American life are preferred.'

Tallulah's 'Glory,' 11G. Nice 'Nuf in St. Loo

St. Louis, April 20.

Reflected Glory, with Tallulah Bankhead heading cast, ended week stand at American theatre here Saturated at American theatre here Saturately \$11,000 for the standard process of her character sketches yesterday (Monday) (19), with house scaled to \$2.20.

FOLLIES' SMASH \$25,000 IN DET

Detroit, April 20.

Cass, after week's idleness, again socked away another beaucoup gross last week. "Ziegfeld Follies first stanza of fortnight stay net big \$25,000 in nine performances at \$3.30 top. Absence of Gypsy Rose Lee from cast apparently meant little to this burg, which anually hocks everything for a seat at the Follies. Sunday (18), 261 off in 180 to of

LETTY' GETS \$3,500 IN MPLS. FOURSOME

Minneapolis, April 20. Minneapolis, April 20.
Charlotte Greenwood in Leaning on Letty' drew a fair \$3,500 for three nights and matinee at the Metro-politan. Show closes in Kansas City May 2, and Miss Greenwood sails a week later for London again. No other legit roadshow attractions in prospect here this season.

Two Shows Out

"The Masque of Kings' ill close at the Majestic, N. Y., this week after playing 11 weeks. If drew moderately well at the Shubert with an average of \$15,000, moving from that house last week.

MASQUE OF KINGS Opened Feb., 37. Most the first-stringers thought well of this Maxwell Anderson effort, but Anderson (Journal) found it stuffed and stuffy. "VARIETY (Ibee) said: Doubt-ful of inning more than mod-

erate popularity.' 'Marching Song' suddenly folded at the Bayes last Saturday. Prop-aganda drama played nine weeks to light takings in roof spot.

'MARCHING SONG'

MARCHING SONG'
Opened Feb. 17, 37. Theatre
ion's first uptown effort
wasn't altogether well received.
Watts (Tribune) saw it as a
'powerful and exciting drama,'
but few of his confreres saw it
in the same light.
Variety (Ibee) sai it was
'not designed for the average
playgeer.'

Shumlin-Curtis Musical?

Herman Shumlin and Jack urtis will get together next season to produce a musical Shumlin's first venture i that field of the theatre. Book, music, etc., are still pretty much up in the air. Only definite point is star, who will be Lou Holtz. Arthur Kober may do the book.

WPA's 'Parade' Musical OK 2G in 4 Frisco Shows

San Francisco, April 20.

'Swing Parade,' new musical extravaganza by Max Dill and Richard Melville, got off to fine start Thursday. (16) at the Aleazar, new home of the Federal Theatre Project here. Show ran much too long opening night but after some judicious cut Theatres will have a production of considerable popular appeal. Tovarich' closed at the Curran Saturday (17) after a run of four weeks, Homer Curran's production of the comedy has moved South, where it opened at the Biltmore, in Los Angeles, last night (Monday).

Estimates for Last Week
Tovarich' (Curran) (1,500; \$2.50)
(4th week). Closed to excellent biz at \$12,000, Could have lasted another four staras, but booked for the Biltmore, Los Angeles.

'Swing Parade' (Aleazar) (four performances) (1,000; 50). Max Dill musical show reopened the Aleazar, which had been closed since Henry Duffy's ill-fated production of 'Meet My Sister' last fall. Cozy atmosphere of this house should fit he needs of the Federal Theatre Project much better than the Columbia, formerly occupied by FTP here. Did around \$2,000 during first four days.

D'Oyle Op Grabs \$23,000 in Hub; 'Waltz' \$18,000

Boston, April 20.
D'Oyle Carte Co. topped the field here in first week (three more to go). Great Waltz, back for two-week stand at Opera House, showing satisfactory stamina; Brother Rat took okay coin in 10th frame. Shubert being used currently for roadshow of Lost Horizon film.
Estimates for Last Week Poyle Carte, Colonial (\$3.30) (tst week). Hub. always goes nuts over this company. Every perior not over this company. Every perior goes in the cold, meaning better than \$2.200. (1st week). Okay reception for this return booking, around \$18,000. One more week.

"Brother Bat," Plymouth (\$2.75) (10th week). Still holding good \$9,000 clip, ith the end not in sight.

Current Road Shows

(Week of April 19)
Boy Meets Girl, Chestnut,
Philadelphia.
Boy Meets Girl,
Hollywood.

Brother Rat, lymouth, Bos-

'Close Quarters.' Nixon Pitts-

'Olose Quarters, Nixon Pitts-burgh.
'Dead End,' Capitol, Albany, N. Y., 19; Bushnell Aude, Hart-ford, Conn., 20, 21; Shubert, New Haven, Conn., 22, 23, 24. D'Oyly Carte Repertory, Colo-nial Boston.

D'Oyly Carte Repertory, Colo-nial, Boston.

'First Lady' (Jane Cowl), Para, Toledo, 19: Victory, Day-ton, 20; Colonial, Akron, 21; Park, Youngstown, 22; Shea, Erie, Pa., 23; Masonic Aude, N. Y., 24.

'Follies,' Cass, 'Great Waltz,' House,

'Idiot's Delight'
Fontanne), Erlanger, icago.
'Leaning Letty' ('Post
Road'), Davidson, Milwaukee,
19, 20, ; English, Indianapolis,
'Red Hot

'Red Hot icago.

'Reflected Glory'
Bankhead), Shrine Au Des Moines, 19; Aude, Kansas City, 20, 21; Arcadia, Wichita, Kans.
22; Convention Hall, Tulsa, 23; Warner, Oklahoma City, 24.
Ruth Draper, Aude, Kansas.
City, 18; American, St. Louis, 19, 20, 21; Cox, Cincinnait, 22, 23, 24.
San Carlo Opera, Auditorium, Chicago.

usan and God, adelphi

adelphi
Tobacco Road, Adler, Marshfield, Wis., 19; Sheboygan, Sheboygan, Wis., 20; Rialto, Racine,
Wis., 21; LaCrosse, LeCrosse,
Wis., 22; 23; Chateau, Rochester,
Minn. 24.
Tovarich, iltmore, Los An-

revarien, intmore, Los All-geles, 'You Can't Take it With You,' Harris, Chicago, 'Water Carrier' (Yi ish), Sel-wyn, Chicago,

Babes.' \$17.000. 'Excursion.' \$10.000. End B'way's Run of Spring Bloomers

Spring production period's string of mediocrities was severed last week by the box office extent of two new arrivals, 'Babes in Arms,' Shubert, and 'Excursion,' Vanderbilt, Neither has played long enough to indicate smash scoring but both are regarded as aimed for success,' Babes' opened mid-week, ut had two paid previews and grossed \$17,000 in seven times. Normal gross should be \$20,000 or more weekly. After fine notices, 'Excursion' exhibited a light call in the agencies, but built and by Saturday (17) it looked set for a stay, getting around \$10,000, which figure is the best the Vanderbilt has recorded in some time.

It was a fair week generally, there being little doubt that New York states income tax was a deterrent, of the continued good and attendance for standouts (Fosses of the leaders continued good and attendance for standouts like 'The Women,' 'You Can't Take It with You' and 'Yes, My Darling Daughter' was in no way affected.

Dead End' slashed its scale in half and is now \$1.68 ton. Tobacco Road'

Dead End' slashed its scale in half and is now \$1.65 top. 'Tobacco Road' has been operated at the same scale for more than a year, so that there are two pop priced shows on the list.

Ist.

There are two openings this week, with next week having one listed—Without Warning—which, however, may not open until the week of May 3. The Masque of Kings will close this week at the Majestic. Marching Song stopped at the Bayes Saturday (17).

Estimates for Last Week
Babes in Arms, Shubert (2d week) (M-1,382-\$3.85), Good press

'SUSAN' \$11,000, BOY' 8G, PHILLY

Philadelphi , April 20.

With the Erlanger without anything to come following the road-show Lost Horizon, which is now in its 7th week in Philly (5 at the Chestnut and 2 out here) only two heavy spromising anything in the way so promising anything in the way so that the forest and Chestnut.

Former has 'Orchids Preferred,' musical try-out, skedded for two weeks starting next Monday (26); Forrest also still mentions a week of 'Katharine Cornell' doing both Candida' and 'Wingless Victory,' along about the middle or end of the country of the weeks with though this seems little doubtil. Chestnut is doing well with 'Boy Meets Girl' (return) and will get he allotted four weeks without question with a good chance of six or eight, house staff predicts. Nothing else on the calendar.

Estimates for Last Week Philadelphi , April 20

Stimates for Last Week

Susan and God' (Forrest, 1,700;
\$2.50 top). Notices n. s. g., with one
exception, but Gertrude Lawrence's
name real magnet. Reported \$11,000
and in for second and final week
with 'Orchids Preferred' (musical)
next Monday.

Boy Meets Girl' (Chestnut, 1,500;
\$2. Doing very well indeed with
pop-priced scale and sure of four
weeks promised with more likely;
\$8,000 meant real profit.

As Maine Goes—Scouting

Hollywood, April 20. irector of the at Skowhegan, icture talent starting Melville Lakewood at Skowhegan, Me, is here is described for the summer June 28.

Frankie Thomas has been signed for the lead in 'Seventeen.'

Mt. Vernon Stock Try

Mt. Vernon, N. Y., April 20.

The Manhattan layers presenting eight weeks of stock at the West-chester Woman's Club here. Duley Cooper and Howard Negley in leads. First production was Biography.'

This week's offeri Personal Ap-

First stock in town i light years.

ENGAGEMENTS

Roscoe Ates, Dorothy Stone, Charles Collins, Kathryn Mayfield, Rosie Moran, Mary Sargent, Charles

Charles Collins, Katnryn mayneu, Rosie Moran, Mary Sargent, Charles King, 'Sea Legs'.
Doris Vinton, 'Orchids Preferred.' Philip Loeb, Alexander Osro, Hans Robert, Sam Levene, Margaret Mullen, Teddy Hart, Betty Field, Eddie Albert, 'Room Service'.
Barbara Brown, 'Red Lights'

Lights.'
Juliet Forbes, Barry Sullivan,
'Brother Rat.'

and excellent business; should top \$20,000 regularly; got \$17,000 in seven performances, including pre-view parties.

view parties,

"Boy Meets Girl," Cort (74th week)
(C-1,059-\$3.30). Getting around,
\$8,000 on average weeks and
gagement indefinite; may move
make way for Room Service."

make way for 'Room Service.'

'Behind Red Lights,' 46th Street
(15th week) (D-1,375-\$3,30), Moved
here from Mansfield Monday and
will be cut-rated more extensively;
rated around \$7,500 last week.

rated around \$7,500 last week.

Brother Bat? iltmore (19th
week) (C.991-\$3.30). Eased off like
most shows last week, but is cleaning up; turned handy profit with
takings over \$11,000.

Curtain Call, Golden (1st week)
(CD-789-\$3.30). Presented by Jock
Quigley and Irving Schachtel; written by LeRoy Balley; opens Thursday (22).

Dead End, Belasco (78th week) (CD-1,000-\$1.65). Has cut scale in half; run of drama indefinite; making some coin; \$5,500 last week.

Excursion, 'Anaderbilt' (3d week).

Sound 'Anaderbilt' (3d week).

Frederlika, 'Imperial (1) (3d week).

Excursion, 'Anaderbil' (3d week).

Excursion in the control of the control

High Tor, Beck (15th week) (D-1,214-8,30). Some performances off, but holding to excellent grosses since critics' prize award; \$18,000 estimated.

esumated.

Hitch Your Wagon, 48th St. (3d week) (CD-869-\$3.30). Cut rate deal will carry this one for another week or so; looks doubtful; \$3,500 estimated.

Miss Quis, Miller (3d week) (C-944-\$3.30). Said to have showed operating profit with takings around \$5,500; some aid from theatre parties.

5,500; some aid from theatre parties.

'Penny Wise.' Morosco (1st week).

(C-961-\$3.30). Presented by Juliana Morgan; written by Jean Ferguson Black; opened Monday getting mild press.

'Show Is On,' Winter Garden (18th week) (R-1,671-\$4.40). Somewhat:

off early last week, but closed strongly again with takings at \$30,000; easily topping list.

'Sun Kissed,' Little (7th week).

(C-532-\$3.30). Playing to small money; around \$2,500; due to be followed next month by revival of 'Able's Irish Rose.'

'The Amazine Dr. Clitterhouse.'

'Able's Irish Rose.'
The Amazing Dr. Clitterhouse,' Hudson (6th week) (D-1,017-\$3.30). Imported melodrama drawing on lower floor, but upstairs away off; around \$7,000.
The Eternai Boad, Manhattan O. H. (16th week) (M-2780-\$3.30). Advertising final performance May 15,000.

The Masque of Kings, Majestic (11th week) (D-1,770-\$3.30). Final week; dined after moving here from Shubert; estimated under \$8,000.

"The Women," Barrymore (17th week) (C-1,048-\$3.30). Straight show is cleaning up and will go through summer with aid of new cooling system; over \$21,000 again.

summer with aid of new cooling system; over \$21,000 again,

"Tobacce Read," Forrest (176th week) (D-1,017-\$1,85). One of the list's mysteries; goes along to moderate coin, but regularly makes profit; \$5,500 average.

"Tovarieh," Plymouth (28th week) (CD-1,036-\$3.30). Slightly off from previous week, but still getting excellent grosses; nearly \$16,000.

"Victoria Regina," Broadhurst (resumed eng.) (60th week) (D-1,110-\$3.30). Bit down, too, as with most attractions last week, but getting excellent money; nearly \$16,500.

"Yes, My Darling Daughter," Playhouse (11th week) (C-878-\$3.30). End of list is heavy with hits; this one getting around \$16,000 weekly standers most shaws.

Booth (19th week) (C-704-\$3,00), Nothing interferes with pace of this comedy smash, which gets more than \$15,000 weekly and always to standing. Revivals, Etc.

Ing Richard, II, 'St. James;

Revivals, Etc.
ing Richard, II, St. James;
amazing draw of Shakespearean
drama continues to big money; \$18,000.
Candida, Empire; first full week
of revival well over \$17,000; not far
under capacity.
Marching Son
suddenly.

"Marching Son suddenly," Naught, 'American Musi Hall; melodrama, heer, booze, WPA. 'Professor Mamlock,' Daly's, 'The Sun and I,' Adelphi, 'Power,' Riji Elliott, 'Dr. Faustus,' Elliott. 'The Shaw Off.' Lufavette, Harlem,

Plays on Broadway

BABES IN ARMS

Dwight eere Wiman musical comedy production in two acts and fourteen acenes. Book, acors and lyrice by Richard Reference acenes. Book, acors and lyrice by Richard Reference acenes. Book, acors and lyrice by Richard Reference acenes. Bellet Reference and Reference acenes. Bellet Reference acenes.

Cicil, Eleanore Finta, and Edgar Fairchild.
Adam Carroll at the plane.

Babec In Arms is a field day for Hollywood talent scout. Dwight Winnan and Rodgers and Hart must have combed the juvenile nitery, radio and vaudeville fields of all the worthy young blood under 21 and presented it intact in \$3.85 musical comedy fashion. With the aid of a fertile Rodgers and Hart score and an engaging libretto. Babes in Arms, with it galaxy to the proper of the worth with the side of the score o

two of the ditties into slow hitdom.

Already, to berin with. Babers came in with couple of the sort state of the sort came in with couple of the sort came in with couple of the sort came in with couple of the sort came in the

Note: which had been sized around as non-restricted tunes, the surprise lyrics of the other songs impresson first hearing. Songs like The Lady Is A Tramp, 'All At Once, 'Imagine, 'My Funny Valentine and 'Way Out West In West End Avenue' are among those which should likewise find favor. Mitzi Green, no longer a kid star, is the most prominent cast name but, otherwise, not distinguished in the billing save for her own perbut, otherwise, not distinguished in the billing save for her own perbut, otherwise, not distinguished in the billing save for her own perbut, otherwise, not distinguished in the billing save for her own perbut, otherwise, not distinguished in the billing save for her own perbut, otherwise, not distinguished in the billing save for her own perbut, otherwise, and the provided and the provided and the proposed to the provided and the provided and the provided enough giggles where featured people, might not have provided enough giggles where featured people, might not have provided enough giggles where featured people, might not have provided enough giggles where featured people, might not have provided enough giggles when the provided enough giggles where featured people, and the play though at least one chance to without enough laughs to leaven the play though at least one chance to without enough laughs to leaven the play though at least one chance to without enough laughs to leaven the play though at least one chance to a well up a comedy part was either in play though at least one chance to be provided to the provided and the provided enough giggles when the varieties and niteries, but who is spotted in Table 200 perbut and the varieties and niteries, but who is spotted in Table 200 perbut and the varieties and niteries, but who is spotted in Table 200 perbut and the varieties and niteries, but who is spotted in Table 200 perbut and the varieties and niteries, but who is spotted in Table 200 perbut and the varieties and niteries, but when he was a disteries to the provided and the provided and

good running mates with Heatherton. Pickert, only 17, does but a snatch of his stilts-dancing, in a John D. mask, in the Radio City 'Imagine sequence, and is another hard-working an ever-ease of the state of the s

The book, where the breezy dialog affords the opportunities, is quite farcical; at other times it's weighted down by its own story-bookishness. The situation with the grounded French flyer and the mike duplicity in faking a broadcast got a bit out of hand, but that should be adjusted with some judicious editing. Abel.

PENNY WISE

Comedy is three acts presented at the Morosco, Nr. Y. April 19, '27, by Juliana Morram; withen by Jean Ferguson Black, Linda Wurkins, Jrene Purcel; and Kenneth MacKenn featured; asade by Aribard Morram; Gentler and Jeff. Bertram Thorn June June 2000, Martina June 2000, Martina Martina

top.

Bertram Thorn
Irene Purcell
Mildred Wall
Kennieth MacKenna
Linda Watkins
Nancy Shéridan
Albert Bergh

562 FIFTH AVENUE

1552 BROADWAY

although neither was aware of the other's status until they admit it to

although neither was aware of the other's status until they admit it to the status with the status of the status o

OUT-OF-TOWN

appear. It would be a better play if one of them did appear, rather than telephoning or writing letters all the time.

Play, itself, is still another British phychological murder affair (there the seem of the s

Nichols-Jones Suit Settled for \$2,500

Following an examination before Following an examination between trial, the suit by Anne ichols against Marti Jones, on a check from the latter \$5,000 which bounced, was settled. Questioned check was to have been in payment for a share of 'Hey Diddle Diddle'

for a share of 'Hey Diddle Diddle' which Miss Nichols tried out but which did not come to Broadway. Frederick E. Goldsmith, acting for Miss Nichols, agreed to drop the suit upon payment of \$2,500, after tioning Henry Olmstead, partner of Jones, who is abroad. Jones and Olmstead are partners in the operation of the Vanderbiltheatre, N. Y. trading under the name of the Vandelmar Corp. The check drawn by Jones on the Vandelmar account and Olmstead was, thereby, involved. When deposited it was returned.

Inside Stuff—Legit

A train wreck ahead of the cars carrying the production of 'Red, Hot and Blue' to Chicago delayed the arrival of the settings and caused the postponement from Tuesday until Wednesday (14) last week. Show moved out of New York on Sunday and there was plenty of time allowed to set

the show.

It was hoped to debut on schedule and the audience filed in. When dismissed by Jimmy Durante, first-nighters burned, but Vinton Freedley decided not to permit the performance because only one setting was ready

Helen Bonfils, heiress to the Denver Post, who is presenting 'Sun Kissed' with her husband, George Somnes, at the Little, 'N. Y., was in town last week, principally to see the Ringling, Barnum' & Balley circus, she said. Woman publisher is acquainted with people with the show and her late father was part owner of the former Sells-Floto outfit. Miss Bonfils is apparently little interested in 'Kissed,' which has drawn mild business. On a previous visit she attended the premiere and immediately returned to her Denver Post desk.

Laurie Leonard, a girl scenic designer on the staff of Joe Mielziner, aided in fashioning the 'Susan and God' production; but was unable to attend the tryout premiere at Princeton because of appendectomy. She was operated on at St. Mary's hospital, Brooklyn, the day before the show opened.

opened.
"Susan," produced by John Golden, with Gertrude: Lawrence starred, and Bert Lytell featured, is in its second week in Philadelphia where it closes Saturday (24). Due on Broadway early in the new season.

Scale for 'Dead End,' Belasco, N. Y., was cut in half, top of \$1.65 going into effect Monday (19). Management made the slice after a proposed new deal with Leblang's failed to go through, cut-rate agency declining to guarantee the amount fixed by the show.

No tickets have been allotted to the agency, all to be sold directly at the box office. Understood the agency figured a sure weekly loss if accepting the 'End'

WPA

SWING PARADE

San Francisco, April 18.

Musical revue in two acts (10 seenes)
presented, by the Federal Theatre, Project
Directed by Max M. 2011. April by Max
M. Dill and Richard Melville. Music,
Nat Goldstein, Walter Smith and Joseph
Valoni, Prica, Melville, and Ded, Federal
dances. Tyonne Matplek; orchestra direc"Peter Dusersonth Padda". Crowley. Jan.

"Peter Dusersonth Padda". Crowley. Jan.

Alverque, Ernest Therlan, James Stott, Joseph Jacoby, William Sherman.

'Swing Parade,' a home-grown musical production by Max Dill and Richard Melville, is used by the Federal Theatre Project to reopen the Alcazar, new home of FTP here. Since its premiere, considerable work has been done on the show by Dill and Melville in an effort to eliminate a number of dead spots. Also several off-color gags and one syulgar and unfunny, have been consed out. Chinatown Now and Then,' a long, draggy, melodramatic nossed out. Chinatown Now and the shears used on it to good effect. Dill didn't forget the old days when he was with Kolb in planning 'Swing. Parade.' He has loaded his latest effort with plenty of catchy songs, dances and comedy and has given if a local flavor. The Golden Chinatown people appear in the profession of the scenes.

Sixteen people appear in the program when he was provide setting for six of the scenes.

f the scenes.

Sixteen people appear in the proper which has nearly every one one group going through some sor (Continued on page 63)

Cast Disagreement Folds 'Marching Song

check drawn by Jones on the Vandelmar account and Olmstead was, thereby, involved. When deposited it was returned.

To Raze Adelphia, Lyric, Philly; Become Auto Park in Jadelphi April 20.

Court here was requested to grant permission for tearing down of the Adelphi famous Philly legit houses.

Request made by owner, the Thomas B. Wahamaker estate. Buildings to make way for filling station and parking lot, as Gulf Oil has oftered to lease the site for \$12,000 a year for five years. The Lyric debuted in 1905, the Adelphia in 1907.

CHARELL WANTS 'INN' TO TOUR NEXT SEASON

rik Charell, the foreign stager of 'White Horse Inn,' which closed at the Center, N. Y., was almost in tears when he learned that the production was being destroyed on a Long Island lot. He claimed to have plans for touring the operetta next

plans for touring the operetta next season, but neither the Warners nor Rowland Stebbins (Lawrence Rivers, Inc.) are interested in any such proposal.

Picture firm, paid most of the 253,000 production cost. 'Inn' lost around \$130,000, which is what Warners actually pai for the picture rights. It had been reported that Warners purchased the rights in advance for \$150,000, but the arrangement with Charell called for the picture end to own such rights in consideration of the show's backing. 'Inn' earned-tack \$120,000 and the Rocketeller interests got close to \$100,000 from the theatre's share. The settings cost \$53,000 and costumes totaled \$65,000. There was small bid for the wardrobe, which was rejected. If Charell goes through with the idea he will doubtlead with the idea he will doubtlead.

was rejected. If Charell goes through with the idea he will doubt-lessly use the costumes.

TPROA to Meet and **Elect New Officers**

Theatrical Press Representatives of America; the old association of p.a.s., which exhibited signs of life when a new p.a. group was recently formed, held a meeting last week for the purpose of electing officers. It was found that a nominating committee would have to be named first. Also decided to make some changes in the by-laws. in the by-laws. Meantime, th

in the by-laws.

Meantime, the newly formed New
York Theatrical Press Agents huddled and adopted its constitution.
Next-session, Thursday (22), will
consider a basic contract. Group is
of N, Y, agents only, while the old
association takes in the road.

Hedgerow's 14th Anni

Hedgerow theate, Moylan, near Philadelphia, celebrates 14th birthday tonight (Wednesday) with opening of its 121st production, Andre Obey's 'Noah.'



1. MILLER believes your foot is pretty and designs shoes Opened with "Tipped Toes" Heels to show it! /3.75

WEST 34th STREET

I-MILLER 450 FIFTH AVENUE

MUSIC CLUBS' BIG FESTIVA

Literati

. Press Nears Truce

The Newspaper Guild Strike at
Island (Jamaica) Press seemed to be on its way to a settlement yesterday (20) afternoon folthe announcement of the

the arbitration board com-three local clergymen. Management which had previously signed an agreement to abide by the board's ruling announced prior to

signed an agreement to abide by the board's ruling announced prior to the decision that it would take 24 hours to think over the terms and the second of the decision that it would take 24 hours to think over the terms and the second of the

brackets.
The Guild's Representative Assembly met last night (20) in New York to consider the strike vote taken by the Amsterdam (Harlem) News. Controversary grew out of the recent firing of Roi Ottley and Obie MacCullum, active Guildsmen. There were no important developments in the strike at the North Shore (Flushing) Journal last week. Hearings on the injunction application were continued.

Time Sued Twice for Libel

Time Sued Twice for Libel
Two libel suits currently pending
against Time, Inc., are those brought
by Curtis B. Dall, former son-in-law
of President Roosevelt, who is suing
for \$250,000, and that brought by
Nick Testo, proprietor of a Troy,
N. Y., night spot, for \$25,000.

The Dall suit is based on an article
which appeared in Time in 1934 following the suicide of Enzo De Bonze,
son-in-law of the French president.
Trial is set for April 26 in N. Y.
Supreme Court.
Suit by the proprietor of Nick

Supreme Court.
Suit by the proprietor of Nick
Testo's Ringside, one-time contender
for the welterweight boxing crown,
is based on an article in the February issue of Fortune.

Lynch Reinstated in Seattle

Lynch Beinstated in Seattle
Frank M. (Slim) Lynch, photographer on the Seattle Post-Intelligencer and storm center with the late Philip E. Armstrong the Newspaper Guild strike there, was offered reinstatement at that newspaper early this week. The local National Relations Board had ordered him reinstated but the management of the paper, was appealing the decision on the ground that the Wagner Act was unconstitutional.
Recent ruling by the Supreme Court resulted in dropping of the appeal by John Boettiger, publisher and son-in-law of President Roose-velt.

Watson's Victory Celebrated

Walson's Victory Celebrated
Return of Morris Watson to the
Associated Press in New York has
been followed by a renewal of Newspaper Guild activity there. Intention is to poll members as soon as
possible and initiate collective bargai ing immediately. Unit will hold
a victory party on May
Watson is reported as intending to
use the \$1,600 he receives for back
salary from the AP to underwrite
the party. Funds will go to the
unit's treasury and emergency fund.

Steffen Dies at 50

J. Hal Steffen, 59, a newspaper photographer for 35 years, died on April 14 of lobar pneumonia, after a week's illness. He was a newsphotographer on the N. Y. Herald Tribune at the time of his death.

Guild Contract in Rochester
Gannett Co, has signed a one-year
agreement with Rochester (N. Y.)
Newspaper Guild, covering, wages
and working conditions on the Democrat & Chronile and the TimesUnion. Provides \$45 minimum after
five years experience, despite fact
that the Guild signed with the local
Hearst papers for a \$40 minimum.
Agreement provides five-day, 40hour week, first time this has been
in effect in Rochester, and vacations,
sick leave and dismissal notice on
previous basis.

Pltt Guild Flghts Firings-ittsburgh Newspaper Guild units are protesting seven discharges which followed recognition and have appointed committees to confer with the managements of the Scripps-Howard Press and Paul Block's Post-Carectic Programs of the Company of the Com-Gazette. Four men are out at the Press and three at the Post-Gazette, economy being the reason given by the publishers. Men discharged received dismissal

pay according to contracts, the magements also claiming that they get better hands at salaries must pay at present.

Record Staff Stands Firm

Record Staff Stands Firm
Staff of Philly Record, at meeting
last Sunday (18), showed no mood
to compromise with Publisher J. Dajid Stern on its demands in pending Guild cointract. Former termer
expired April 8 and hasn't yet been
renewed. First time in three years
staff is without contract.
Stern agreed to \$50 minimum for
reporters with five years' experience
and \$55 for copy desk and rewrite,
but Guild unit is staunch on demand
for flat 10% raise, at which publisher balks, declaring it will meacut in staff. Probable outcome will
be 5% compromise. Publisher indicated demand for universal five-day
week was acceptable to him.

Mirror Wages Up \$25,000 N. Y. Daily Mirror issued 51 raises, totaling \$25,000 per annum, last week as a result of the negotiations by the Newspaper Guild unit there.

Waldo Frank back from Mexico.

Waldo Frank back from Mexico.
Anthony Abbot en route to China.
Lionel Wiggam finishing his first
novel in Pelping, Chi
John Wilstach has written a fictionized bio of P. T. Barnum.
Arthur E. Morgan, working on a
biography of Edward Bellamy.
Lion Feuchtwanger's new book,
The Pretender' due out next month.
Lee Furman to publish Jesse
Lasky, Jr.'s, first novel next month.
Herbert F. Jenkins, vice-president
of Little, Brown & Co., is on the
Coast.

Ludwig Bemelman and his wife have gone to Quito, Ecuador, for six months.

nave gone to quito, Ecuador, for six months.

Ernst Toller working on a new volume of essays titled Time, My Companion.

Henry Seidel Canby's one volume selection of works of Thoreau postponed until June.

Modern Magazine group (Delacorte) guarantee a 1,400,000 circulation starting July 1.

Max Lerner completing his book on the Supreme Court titled The Divine Right of Judges.

William Corcoran, former itor of Adventure and Everybody's, ill have a novelette published by Little, Brown.

of Adventure and Everyous States have a novelette published by Little, Brown.

George Waggner, screen writer, landed an article on Man Mountain Dean, bewhiskered wrestler, with Collier's.

John Lawson, former nitery writer with the Chicago Daily News, is now radio editor of the Fort Worth Star-Telegram.

Wallace X. Rawles left International News Service after eight years as Coast manager and later Hollywood columnist.

Robert Fulton has written a book of his travels on a motorcycle titled One Man Caravan, which Harcourt, Brace will publish next fall.

Jack Woodford's daughter, Louella Woodford, is not only the youngest all-ti member of the Authors' League of America, But the first child of a league member to join, which takes the league into the second generation of its organization.

IN INDIANAPOLIS

Morning to Night Schedule Some Days - Organized Groups From All Sections of Country Compete Lectures Vary Diet

SITE SHIFTED

ill be mangy with culture all for \$5 per head, when the Na-tional Federation of Music Clubs holds its biennial Convention Music Festival. There will be seven after ights of concert artists symphonies, instrumental ensembles and musical authorities will display their wares on the Indiana Theatre

stage, leased for the . Starts Friday (23) afternoon, and closes with night session on Thursday (29). with night session on Thursday (29).

Mrs. H. Day, of Albert Lea,
Mi the Federation program
chairman, has carded top names for
the musical enjoyment of thousands
of clubsters from 48 states, who are
sharing their musical spree with the
public, to get the necessary to
pay off the artists, and the rest of
the convention layout. Indianapolis
gets the convention and the big business resulting therefrom, because
flood-hit Louisville (Ky.) had to give
up the plans.

Active

Active

Schedule includes:

Friday (23) matinee—Beryl Ru-binstein, pianist; Richard Glee Club of Sandford, Me.; Mother Singers of Cincinnati; Tulsans of

Friday night—Indianapolis symphony, Four-piano concerto with Bomar Cramar, Beryl Rubenstien, Dwight Anderson, Arthur Loesser. Louisville chorus of 98 voices under Frederick Cowles.

Saturday (Junior Day)—Massed orchestra under Fabien Sevitsky. 'Alice in Wonderland' sung by 400 Kentucky school children. Costume recital by Dorothy Gordon, CBS radio performer.

dio performer.
Sunday (25) afternoon has the Kreiner String Quartet, CBS artists; duo-piano team of Scott Malcolm and Reginald Godden from Toronto, Davidson Taylor of CBS, speaking on Education Programs and the Radio Audience, and the Burroughs.
Concert Chorus of Indianapolis, directed by Mrs. Jane Johnson Burroughs.

John Charles Thomas will give a complete recital Sunday evening. With him on the same program will be the Amphion Male Chorus of Fargo, N. D., 92 men, directed by Daniel Preston.

Daniel Preston.

Monday (26) has session at 10:30
a.m., when Henry Drinker, Jr.,
Philly attorney with music as a vocation, will speak on 'Practical Hints
for Promotion of Choral Singing.'
Dayton Music Club Chorus directed
by Prof. Ora Earl Gebhardt, and the
West Palm Beach Music Study Club
Chorus from Florida, led by Mrs.
Frank C. McKenzi will take part
in the a.m.

Walter Kramer composer 111.

in the a.m.

; Walter Kramer, composer, ill speak at the afternoon meeti ith following choral organizations: 30-voiced Baton Rouge (La.) Music Club Chorus, led by Dr. H. D. Filler: the Appleton (Wis.) MacDowell Chorus of 45 men, batoned by Prof. A. A. Globkzin, and the Missouri Madrigal Club of St. Louis, 30 women, directed by Mrs. Blanche Bliss Lyons.

Monday, evening is finals in the

Monday evening is finals in the Music Club young artists' contest for piano, violi and voice. District winners compete for \$1,000 prizes in each classification, and winners compete for \$1,000 prizes in each classification, and judges will be John Charles Thomas, Beryl Rubenstein, and Nikolai Sokoloff, director of the Federal music project, who is carded for the speak-

7-DAY MARATHON Met's Damrosch Opera Premiere **During Spring Season at Pop Prices**

South Wants Met Opera: **Atlanta Offers Guarantee**

Atlanta Offers Guarantee roup of Atlanta citizens is trying to induce the Met Opera to put the Georgi city back on its spring sour sked next year. It is illing to guarantee the Met against loss on a week's stand. Decade ago the Met always had Atlanta on its tour, but dropped the town when out-of-town trek was curtailed just before the depress set in. Looks definite that Atlanta will be visited 38, though tour won't be plotted till he winter. Met has another bid from the music-lovers of New Orleans, who want the outful to make a two-day stand next year. Met, has never played NO. Would be pretty probable that the town would be touched if opera troupe ventures as far south as Atlanta.

In dealing with out-of-N. Y, towns, the Met always exacts guarantees against loss from local supporters. Figure is usually \$12,000 per performance, though varies sometimes according to easts and jumps. Odd wrinkle is that the guarantors do not share in any profits when the grosse exceed the guarantee; Met takes it all.

Iturbi's Sister Here

Amparo Iturbi, sister of Jose Iturbi, and likewise a pianist, is in the U. S. for some appearances. It's her first time over. Debut here will be over CBS on an hour afternoon program, May 2.

Weingartner to Japan

Tokyo, April 6.
Felix Weingartner, Swiss-Austrian ork conductor and composer, and his pianist-wife, are expected to arrive in Japan in May.
Will baton Tokyo New Symph, while here.

er at the Federation banquet on Sat.

(24).
Morning session for Tuesday (27)
has Berea (Ky.) College Glee Club,
30 voices directed by Miss Irene
Zeigler, and the Mississippi Columbus Girls' Glee Club, led by Harold
A. Richey. Miss Ada Bicking and
Paul J. Weaver, director of music
for Cornell University, are the spielers.

ior Cornell University, are the spielers.

Stout Institute Symphonic Singers from Menominee, Wis, 65 glrls, with accompaniment by a string ensemble of 15 pieces, directed by Harold Cooke, are openers for Tuesday afternoon, which includes concert by John Powell, pianist. Arthur Jordon Conservatory orchestra, local outfit, will also play, while the speaker carded is Marshall Bartholomew, director of Yale University Glee Club, speaking on Standards in Music Education at Home and Abroad.

Rudolph Reuter, pianist, set Tuesday ight, along with the Chicago String Quartet. Costume recital by the Old Harp Singers of Nashville (Tenn.), Hardin piano quartet of Norfolk, Va., and the Broad Street Church Choir of Columbus, are down for Wednesday afternoon.

Wednesday night (28) is a concert by the National Symphony Orchestra of Washington, under the baton of Hans Kindler. The winner of the 1933 young artists contest in pi Dailes Pranz, will be the soloist.

Last day, Thursday (29), finds the afternoon devoted to religious mus is. This session only will be held in Roberts Park M. Church here. Various leaders in church, husic throughout the country will, speak, and church choirs will illustrate the speeches in song. ers.
Stout Institute Symphonic Singers

speeches in song.
CBS is expected to pick up some CBS is expected to pick up some of the more important sessions. Eugene Pulliam of WIRE says that NBC is planning about nine pickups. NBC outlet has purchased special amplifying equipment for better pickup of the music from the theatre stage and other points here where remotes might be scheduled.

Metropolitan Opera Company's spring season, opening May 3, will run four or five weeks. Eight or nine operas will be given first two weeks. At least one performance a week will be given in English. Saturday afternoon performances will be broadcast. Price scale will be from \$3. to 50c, 25c, seats havi been discontinued.

Series will include world premiere of Walter Damrosch' new opera English, Man Without Country, based on Edward Everett Hale's story. First performance will be during, second week, with composer batoning. Another premiere will be farst performance English of Maroutf, new opera by Raboud, adapted by Madeline Marshall and George Mead, Nancy McCord, musical comedy soprano last seen on Broadway in 'May Wine,' will make her operatic debut in the production. Schedule, as set so far, lists Faust for May, 3, 'La Boheme,' May 5; 'II. Trovatore,' May 7; 'Bartered Bride,' May 8, matinee; 'A Man Without a Country,' May 12. New talent for series includes Margaret Daum, Nancy McCord, Jarna Paull, Maxine Stellman, Helen Traubel, sopranos; Maria Matyus, Jennie Tourel, mezzo-sopranos; Ondald Dickson, Ernst Fischer, Robert Nicholson, Rocer Pandiscio, Thomas Robert Weede, baritones; Leo Kopp, assistant conductor. Lee Patterson is in char of the series.

Johnson in Europe: Scouts Met Talent

Edward Johnson, general manager of the Met Opera, will return to the U.S. the last week in July, after scouring. Europe for new singers. This week he is in Milan, ogling the orioles at the Scala, and moves on to France, Austria's Salzburg festival, various German fetes, including Bayreuth, with a look at London's Coronation sandwiched in.

The Met is in no pressing need for new talent, but Johnson, nevertheless, is making the annual tour for new talent that Met g.m.'s have done since 'way back.

Political uncertainties in Europe during last four years have diven more foreign singers over to U.S. shores than formerly. Consequently the Met has been able to snap up most of its 'finds' right on its door-step.

Det. Symphony Skeds 80 Concerts for '37-'38

80 Concerts for '37-'38

Detroit, April 20.

With 60 concerts slated, Detroit Symphony ork is completing plans for the 1937-38 season, which will be presided over by Franco Ghione, of La Scala, Milan, and Victor Kolar. Seven soloist thus far have been engaged, including Joset Hofmann and Walter Gleseking, pianists; Jascha Heifetz and Ilya Schkolni violi ists; Josephine Antoine, soprano; ichard Bonelli, baritone, and Gaspar Cassado, cellist.

These will be supplemented by an imposing list of artists for the 39 Ford Sunday Evening Hour broadcasts over CBS. As In. previous years, 14 concerts will comprise the regular Thursday night subscription seri There will also be ten pop concerts on Saturday evenings, beginning Jan. 15; five Young People's concerts for school children.

Ghione, signed to become co-director of the ork with Kolar followideath of Ossip Gabrilowitsch, direct 11 of the 14 subscription concerts, Kolar the other three, Ghione is now here to conduct the forthcoming Detroit Civic Opera season.

Mary Lewis' Vienna Date

Mary Lewis' Vienna Date

Vienna, April 11.
American soprano Mary Lewis
will appear in the Musikvereinshall
on June 15.
Program not yet decided on.

VARIETY

Charles Manti Nellie Stone better after nasal ÓD

Broadway

Harry Lane of Equity office has ye trouble.

eye trouble.

Howard Schnebbe under doctor's care last week.

Babes in Arms' preem was a field day for the autografpests.

Ben Washer entered Mt. Sinai ital last week. Sinus trouble. Annual spring frolic of Columbi lub on Astor hotel roof April 30. Tom Burke of Tyson's agency trained off 26 pounds. No dieting.

Lynn Riggs has left Hollywood for Mexico City to complete legit script. Judith Vosselli understudying femme roles in 'Tovarich' on Broad-

way.

Leon De Costa writing sequel to
Kosher Kitty Kelly. Called 'Kosher
Kitty's Kids.

Jack Klotz and Jack Stein back
from Miami after a tail-end-of-the

Jack Ribits and Jack action Manager from Misma after a tail-end-of-the Clifford Smith, export assistant for ERPI, bound for South America on inspection tour.

Dr. Leo Michel under observation for disturbed stomach but better and attending to practice.

Clifford Almy, Warner's manager in the Philippines, arrived Monday (19) for shor Outman flew back from the Coast vesteday. Jack Robbins also in from Hollywood.

Mary McCormick, radio actress who made her legit debut in 'Crosstown', screen-tested by RKO.

Norman Bel Geddes showing interest in 'Lower Than Angels,' by Victor Wolfson, author of 'Excur' 13th and 13th week about 13th act week about 13th acts around last a

ion.

Reports around last week about joe Phillips unfounded, he's recuping at his sister's home in Philadel-

phia.
Grace Moore in N. Y. on the q.t. awaiting arrival of her husband Valentin Parera from Europe this

week. Pocket illiard championships drew capacity in Bond building. Place holds around 500. Admission 3,455 top. Several changes Theatre that has shally settled on title, 'Amphiryon 38' for its forthcoming production.

iction.

sie Royce Landis to appear in
Coward's "Tonight at 8:30" play-at Ann Arbor drama festival
month.

Notes were "Landie to appear in Notes were" "Tonight at 8:30" playleis at Ann Arbor drama festival next month.

Pauline Swanson, Coast rep for Robert Taplinger's radio p. a. office, gets in today (Wednesday) for a week's visit.

Al Traham gets comedy role in Richard Berger's production of Touis XIV at Municipal Opera, St. Louis XIV at Municipal Opera, Opera More and St. Louis XIV at Municipal Opera Operation of Coast.

Joe Du Pierrot, Inc., who moved from west 52d to east 52d street into the voluntary bankruptcy route \$10.093 debts, no assets.

Dave (p.a.) Green is unofficial publicist to Father Divine, steering draw on participal operation of the Armondell of Washington at the 5th Aver
Erbol, marries Frank Wheeler Mondell of Washington at the 5th Aver
The Louis All Coast All Coast All All Armondell Opera Company for spring series. Was with WPA Federal Theatre press department.

Mental Marries Plays has been removed.

nent.
Plane and spieler on exhi ition at cockefeller Plaza has been removed ecause of beefs of swank office tennis who resented the carny a.

because of beefs of swank office tenavistando research has special meals
brought into his office daily for his
Scottie. Hound is the 'Inc.' appending the firm name and answers to
that tag.

Russ Morgan and orchestra signed
for series of shorts for Warner Bros.
his first picture work for WB as his
previous shorts have been made exclusively for Paramount.

Trouper Club Association held
to receive the held to the series of shorts for Warner Bros.
his first picture work for WB as his
previous shorts have been made exclusively for Paramount.
Trouper Club Association held
to strain Francy Essler, Ufa's next
fore which ballots will be mailed
members in U. S. and Canada.
Mark Hellinger suddenly discovered he had an advance royalty payment on a book for almost two years
so he's taken the veil for a spell to
finirh it un. No carousing, etc.
Helen Hayes creating a stir the
other afternoon when she took her
eithi-year-young daughter to
a there are the beautiful to the top of the common for the Motion
Ficture baseball league last week
by reelecting Joe Freiberg and Al
Schwartz as manager and creation
Fre-ectively.
The 'Cordon Bleu' dinner to
Gryge Rector, of Rector's fame, will
see J. C. Furnas, his ghost-collaborator on his Satevepost articles, as the
No. 2 guest. Sofree is at the St.
Rois phieve and the many to the state of the soft of the common for the Motion
Ficture beach of the many to the state of the soft of the common for the Motion
First the state of the age of a the age of
the state Hamburg, after extended tour
short and the state Hamburg, after extended tour
short in the state Hamburg, after extended tour
short and the state Hamburg, after extended tour
short in the state

Coast and is taking his streamlined land yacht with him to London to cover the Coronation, sailing today, Representing Liberty mag, et al. Brock Pemberton named to replace late Dr. Henry Moskowitz on board of the Theatre Authority, Group tendering a luncheon next week to present Josef Brasels, 2d, deceased's son, with a commemorative resolution.

ceased's sun, went a Compensation resolution.
Collette Lyons, Mervyn LeRoy find, who has just completed 'Dance, Charlie, Dance' for him, arrives from the Coast tomorrow (Thurs.). Three weeks from now she goes back to Hollywood to appear for Par in 'Hotel Haywire' under a loan.

London

Gaston Palmer is now a picture theatre owner.
Sydney Mosely after six months in U. S.
Charles Woolf giving up ig house in Hampstead.
Marie Tempest, recently widowed, selling her London home.
Helen Jacobs to Athens for the Greek tennis championships.
Ralph Lynn has new farce ready to stage in the West-End, starring himself.

Mappa John the West-End, starring himself, Tom Arnold sending over his third revue to tour South Africa for Schlesinger. Flora Robson getting fulsome praise for her acting in revival of Anna Christie' at the Westminster

praise for her acting in revival of Anna Christie' at the Westminster theatre.

John Lester here scouting for fair's attractions for Stanley Grahm's enterprises at the Dallas Pan-American Exposition.

Gumont-British installing Western Electric Michigan Standard Carlon as experiment.

The 'sticks' are having plenty of strip-teasers of their own, with cheap shows flaunting their wares which are neither strip nor tease.

Tost Road' at Queen's theatre for prief period pending production there of the Emlyn Williams-John Gay' Hitch and the Standard Carlon Carlon

bury.

Henry Sherek has decided against bringing over 'Red, Hot and Blue' to London. He figures it is too American, and they wouldn't get it over here.

can, and they wouldn't get it over here. Adaptation by Edward Knoblock of V. Sackville West's well-known novel, 'The Edwardians,' reopens Richmond theatre, starring Diana Napier.

Napier.

Palladium grossed \$27,500 on the first week of the Jack Hylton show. As Jack gets \$4,000 per week and percentage over \$17,500, his share brings his salary nearer to double that figure.

bertemage over 44,500, 10 source to double that figure. George Allison, who used to represent Hearst here, and is now the Arsenal football manager, was asked to report on Wise Tomorrow, as a bicture prospect for Marion Davies, but he did not think it suitable.

Berlin

International music festival In Dresden in May.
Truxa headli ing at the Central Palace in Munich.
Cecilia Colledge, world champion ice-skater, to Berlin.
Futtwangler to treat Berli to Beethoven's ninth symph.
Ralph Benatzky writing the music for Zarah Leander's new pic.
Stravinsky's 'Persephone' to have its premiere at Braunschwel in June.
Louis Graveure's concert over big in. Berli especially the English songs.

in Berii especially the English songs. Marion Spadoni to the Eden the-atre, Hamburg, after extended tour abroad.

Hollywood

Myrna Kennedy Palm Springing. Dave Rubinoff in from New York. Jack Haskell vacationing in Phoe-

John Blystone fishing off Ensenada, Mex.

Paul Asher has

Par studio's anual golf tourney May 16.

May 16.
Alex Evalove is handling Mervyn
LeRoy's publicity.
Mrs. Pete Smith doi leely after
recent major op.
Frank Whitbeck talked advertising
to the 20-30 club.
Pinkle Tomlin back after p.a. trip
through Oklahoma.
Mark Sandrich leaving shortly for
a vacash in Europe.
Rosalind Russell motoring through

Rosalind Russell motoring through Northern California

William Harrigan, Broadway actor, ogling possible film jobs.
Dickie Jones entertained 40 film juves at a birthday party.

Connie Bennett has air conditi-ing in her British made car. Sam Coslow and the missus re-turned from Death Valley tri

Sam Coslow and the missus returned from Death Valley tri
Ralph Block is touring Italy and surveying picture possibilities.
John W. Considine, Sr., in Good Samaritan hospital for checkup.
Tohn Howard, Par actor, suffered a broken ankle in a tennis match.
The Bing Crosbys home after spring racing session at Tanforan.
Gypsy Rose Lee arrived from N. Y. for her bic debut at 20th-Fox.
John Hay Whitney on the Coast to attend the preem of A Star is Born.
Marsha Hunt received autographed yell.
Lee Morrison planed to New York to reorganize and expand his east-ern office.
Infection following dental job forced Heather Angel into hospital for treatment.
Constantin Bakaleinikoff recent penedectomy.
Winifred Hicks Joined the Ned Marin agency after ight years of secretarying dessel planed to Omaha to

winered Hicks foined the Ned Marin agency after ight years of secretarying at MG.

George Jessel planed to Omaha to emcee Variety club party in honor of Nebraska's governor.

Lou Irwin flew, in from the east, May Robson guested by Los Angeles Breakfast club.

David Rose of United Artists and Thomas Thunen of Abe Lyman's band, planed in from N. Y.

Jack LaRue is sending his dad and an uncle and aunt from New York to Italy as a birthody gift. Standin, received a punctured lung and other injuries in an auto accident.

A. E. Thomas, scenarist on The Good Old Soak, 'at Metro, will carry a film of the picture to N. Y. to show Don Marquis, author of the play.

ry a film of the picture to N. Y. to show Don Marquis, author of the play.

Howard J. Green, Par writer, attended classes at L. A. college to obtain atmosphere for Cuckoo College, on which he is collabing with Morrie Gilbert miller negotiating with Porter Hall, Par, contractee, to take a spot in Horace Jackson's new play, Question Mark, during the Coronation season in London.

Hollywoodians s un - t a nn in g at Lucien Hubbard's guest ranch are Miriam Hopkins, Gracie Fields, the Namally Johnsons, the Franchot Tone and Joan Crawford.

Masquers guested Dr. A: H. Giannini April 16. Other guests' were Jesse L. Lasky, J. Cheever Cowdin, Charles R. Rogers, James P. Normanly, Rupert Hughes, Lew Brown, Graham Baker and Gene Towne.

Palm Springs

Frank Orsatti is sun-tanni The Gus Kahns down for week-

end. Dick Arlen joi ife at their

The Gus Aanns down for weekend lok Arlen joi
not have the poly of the control of the control
Buster Keaton doing his tricks at
the Dunes.
Buster Keaton doing his tricks at
the Dunes.
Simone Simon about
tennis from a pro.
Jane Withers shooti the
ducks at a gun-gallery.
Joe E. Brown relaxing under a
shave at the barber shop.
Charles Winninger and friends
talking it over at a smart shop.
Mrs. Bing Crosby, Lupe Velez and
Johnny Weissmuller vacationing.
Jack Kirkland, Harry Revel and
Mack-Gordon wending their ways
about the control of the control
George Gershwi
around.
Bryan Foy has sold his Palm
Striugs home and is building another one.
Anna May Wong apologizing because she wore a desert-outfit instead
of a Chinese at a party.
Another visiting gang included
Harry Joe Brown. Sally Eliers, Sol
Lesser and C. H. Conklin.
Among other sun-tanning guests
are Jack Oakie and wife, Vicki
Falmer, Sophie Tucker ad the Cliff
Reids.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. VARIETY takes no credit for these news items; each has been rewritten from a daily paper.

East

Failing to get attention his songs, Alfred Faro wrapped one around a stone last. Wednesday night and heaved it through the window of Lindy's restaurant, where writers and publishers congregate. Held in \$500-bail.

Soni Grenova, nite club enter-tainer, who claims to have been the common-law wife of the late Edgar S. Appleby, wealthy N. Y. realtor, denied the right to trial by jury in the surrogate's court. Seeks dower rights.

dower rights.

Congressmen find that a supreme court decision holds baseball not to be interstate commerce, so that projected investigation is off.

Contracts let for the rebuilding of Steeplechase pier at Coney Island. Old structure battered down by a runaway detrick during a storm last December.

runaway derrick during a storm last December.
Pickett family, of Brooklyn, suing the N. Y. Zoo because an escaped orang-utan hugged Mrs. Pickett and tossed her son out of the monkey house, inflicting injuries necessitating the amputation of a toer and wire of Donald G. Watt, oran leader, urprised G. Watt, oran leader, urprised the applied for a divorce sansalimony, explai ing she was able to support herself. Decision reserved, but decree probable, as the action was undefended.
New Golden Glades, on the site of

allmony, explai ing she was able to support herself. Decision reserved, but decree probable, as the action was undefended.

New Golden Glades, on the site of the old Healy's, to open in a couple of weeks. Will hold food items to not more than 10c and serve only soft stuff. Floor show and dancing, Sunday night theatre idea hot again, with 'Kneel to the Rising Sun'the probable first. To give plays a tryout. Burgess Meredin said to earning those interests and tryout. Burgess Meredin said to earning these interests approved by the censor for public performance. Philly Symph plans to pop price its Saturday night concerts next season and give five of them on Thursdays instead of Saturdays. Season will run 29 weeks, with Stokowski on the podium for six weeks, and Ormandy the remainder of the series. State Liquor Authority has revoked 25 licenses for infractions. Ubangl club takes a rap for selling on Sunday during get for infractions. On Sunday during get for removed that last year World Wide received \$40,000 for transcriptions of radio programs, while \$120,000 went to Museum of Modern Art, of N. Y. to establish a film library. Police chief and deputy appointed for the N. Y. World's Fair. Will take over at once to police grounds.

Use of alteraft on or over Lake George, N. X., banned by a state bill lunging and the state of the s

Skinner and Edwin Milton Royle V. D.'S.

Tani Lubova, of the nitery act of Maria Montiglio, killed in a N. Y. rehearsal hall Sunday as she was preparing her act. Attacker used a hammer. She was a violinist of considerable ability and a dancer. Hall was in the WOV studio building. Henrietta Additon, former deputy police commissioner, appointed head of welfare agencies for the N. Y. World's Fair. Mrs. Sidney Borg to head an advisory committee.

Eddie Dowling toying with the didea of bringing over the Abbey Theatre. Co. from Dublin for next season.

idea of bringing over the Abbey Theatre Co. from Dublin for next season.

Actors' Repertory Theatre asking for one-act plays. If it gets' em, it will get busy again.

Five persons slightly hurt when a six-toot square of plaster fell from the selling of Lundy's restaurant. Giulio Marconi, soon of the inventor, in N. Y. to study radio methods. Will put, in two or three years with RCA.

Goldman band concerts will start in Central Park June 16. Initialer will be his 1,070th concert the series and open the 20th season.

Cleveland claims the figure of 66,602 persons at the Met op, in one week beats all world records for a simulation of the series of the concert will be his 1,070th concert the series and open the 20th season.

Cleveland claims the figure of 66,602 persons at the Met op, in one week beats all world records for a simulation of the control of

Dutch Schultz ai

it in the papers.

One of the riders in the Pittsburgh six-day bike race last week struck a man crossing the track and was catapulted into the stands. Five spectators treated for minor injuries.

Coast

Mrs. Rogers Koenig, actress, received a divorce from William Koenig, Metro executive, in L.A. on grounds of cruelty. Property settlement gives her a home, \$11.000. in gens, and weekly payments of \$250 to total \$22,750.

\$250 to total \$22,750.

Mrs. lizabeth Greene O'Neill won an uncontested divorce decree in Reno from Eugene G. O'Reill, Jr., son of the playwright. They were married in 1931.

Frederick Hugh Herbert, scenarlst, filed suit for divorce in L.A. against Arline L. Herbert, former actress.

Maysie Coucher Ames, who writes under the pen name of Maysid Greig, filed suit for divorce in Renagainst Delano Ames of London. Desertion is charged.'

Marjon Ann Vernon, former ac-

against Leiano Ames of London. Desertion is charged.

Marion Ann Vernon, former actress, receives \$400 monthly under L. A. court order from Wally Vernon, actor, pending a divorce sult. Faith Cole MacLean Moody, former wife of Douglas MacLean, filed suit for divorce in L. A. from Capt. Joseph L. Moody, retired marine, now in film work in Hollywood. Pat de Cieco was arrested in Beverly Hills on a traffic warrant issued in Pomona, Cal. While in coura waiting the acting of the detailed of the course of th

against him.

Judith Allen, actress, received a
divorce in L. A. from Jack Doyle,
pugilist-actor.

N.Y. BOOKIES' SLIM B.R.'S **CAUSES EARLY SOUAWKS**

With the class of thoroughbred race horses now concentrated in New York, the bookmakers started New York, the bookmakers started squawking the very first day of the Jamaica (Long Island) meeting last Thursday (15). It is not unusual for players to wi early in the season, and it is the usual thing for the betting layers to yell they were taken

Indications are that most of the Indications are that most of the bookies arrived with slim bankrolls, so lean, in fact, that they had to get the edge from the jump in order to pay off. Clubhouse bookies were not affected, but those under the grandstand, where small coin usually figures, were unable to paywages to their runners who circulate among stand natrons. among stand patrons.

MARRIAGES

Betty Maynard to Edgar A. Guest, Jr., in Detroit, April 10. Bride non-pro. Bridegroom is radio editor of Detroit Free Press and news com-mentator over WJR; Detroit.

Mitzi Haynes, actress, to Dave Gould, Metro dance director, April 16, in Albuquerque, N. M. Bride appearing i "Behind Red Lights"

appearing i Broadway. riswold to William Bris-

bane, Los Angeles, April Groom is film actor at RKO. Catherine Fletcher to Jack Shelley. in Boone, Ia., April 17. Groom is assistant news ed at WHO, Des Moines.

Margaret Germo to Percy R. Kent, at Riverside, April 4. Groom is in charge of real estate for National Theatres Corp., in N. Y. Bride was for past two years his

secretary. Lois January, film actress, to Abe Meyer, April 17, Chatsworth, Calif. Groom is president of Hollywood. Music Synchronizing Co.

Beatrice Mills to Joe Myrow, song-writer, in Los Angeles, April 20. Bride is daughter of Irving Mills.

BIRTHS

Mr. and Mrs. Ed Barravalle. April 16, in Los Angeles, Father a Metro sound engineer.

a Metro sound engineer.
Mr. and Mrs. Harry H. Wickersham, daughter, in San Francisco, April 13. Father is production manager at KJBS, Mother (Gloria Casperson) formerly with KJBS and Kelso Norman agency.

Cole Bros.-Clyde Beatty

Chicago. April 16.

Coming here as a three-ring circus to play a 14-day engagement, following a completed its process of the season. In the season, and is ready for its season is tour. At its opening at the Chicago Stadium Friday (16) its bit different, and one which will be be the completed its process of the season in the completed its process of the season. In running almost four hours, for the first performance, it can be seen that it needs trimming, and a general time their routines, will help, and gird the season in th

sons tout. The experiment of the control of the con

seemingly with every muscle tense, seemingly with every muscle tense, adds thus another thrill to his wife's adds. While girl-spectacle, clowns, and the Beattys are the greatest points of strength this show has to offer, the weakest, at least at present, is the horses. In several instances, during the opening, they were absolutely uncontrollable even while doing a building souther. The control of the control

get away from a bad habit of over-emphasizing every movement he makes.

The Wild West show, with which he works, needs some better routin-ing, not being quite up to standard and the but that may have been due that the standard of the horses. But things like addling a bucking bronco to lead out a tame horse instead of vice versa, a thing which happened last night is in-excusable.

which happened last night is in-excusable.

Wire walkers, trapeze artists, and wire walkers trapeze artists, and aerial workers abound in the show. Every act of these types is above standard. Frank Sheeherd, high trap artist, is now built up by an assemblage of show and chorus girls spotted along with 'im, and the cos-tumes they wear are something which would make legit producers which would make legit producers sheep and to each see and to eatches. 30 feet in the air, ithout a net.

envious. Shephard does heel and toe catches 80 feet in the air, ithout a net.
Harold Barnes, young wire walker who opened at the Hippodrome and was taken out, is back again, but he is still not sold right. His routine of dancing, back somersuits, and standing on the wire for long periods. He was a better build-up. He should have the a better build-up. He should have the a better build-up. He should have the about fine graph first of two of the more difficult tricks. Moreover, he should not be allowed to wear purple and lavender.
Rest of the acts and routining seem to be about the same as when the circus appeared at the Hippodrome. Mme. Rita La Plate with her breakway finish on a high trapeze act was sensational here, as were the red-costumed Behee-Rubysten Hamid Arab trouges and work all the earlies. The way Jean Allen handles them through a capital routine makes the thing look asy, even to her liring them up on the arena for an everybody up on their hind legs bit.

WALLACE BROS.

WALLACE BROS.

Charlotte, C., April 18.

Ray Rogers opened the circus he has wintered at York, S. C., near here for the past several years under new canwas at York, April 8. He priced feature he has ever offered Hoot Gibson and his horse 'Rowdy.' Rogers opened this year as Wallace Brothers Circus. It has been Barnett Brothers Circus for years. But he expects to cover much of the territory he was in last year with Barnett Brothers and no feature at 20 cents, and he kane ground with the same name this year at 50 cents, even with the feature.

His first plan was to put some one similar to the show he has been one similar to the show he has been he invested in land and buildings for a permanent winter quarters at

one similar to the show he has been taking out at 25 cents. But instead he invested in land and buildings for a permanent winter quarters at York, constructed a lot of new rolling equipment, and went out with one larger show. Meantime he found two men at Macon with a hankering to get into the circus business. They are the Wallace Brothers, automobile dealers, so he took them into the business, gave the new and enlarged show their name, and the show their name, and the show their name and the show their name, and the show their name and the show their name and the chevrolet trucks exclusively, and arranges local tie-ins with the Chevy dealers. The management of the show includes, in addition to Rogers as general manager: Capt. Tom Burns, equestrian director and elephant rainer; Charles Forest; assistant equestrian director and elephant rainer; Charles Forest; assistant equestrian director and trainer; Charles Forest; assistant equestrian directors and producing clown; W. R. Tumber, manager of the sideshow and press back; Harold Lengs, contracting and trainers are the show as press story man; Oscar Wiley, general agent; Vestal: Pruitt, carmanager of advertising; and Harry Morris; 24-hour agent.

Opening at York was in a down out of the producing and one that director the opening, and one that director the opening, and one that director the opening, and one that director the opening in and with the cat were not in for the opening, and one that director the opening in and the tot of the producing and one that director the opening in and the producing and one that director the opening in and the producing and one that director the opening i

home shaw, high whether the moderning. Gibson did little but continued in the same. He rode in and smiled three times. His stuff was reserved for the wild west concert, it was announced. But in the concert he merely announced other numbers. His only act was one rope spin from the back of his horse. He will undoubtedly contribute more to the show later, however. In the first place, it is a brand new game to him, and his horse was highly nervous and excited. He had his hands full looking after 'Rowdy' and getting him acclimated to the circus atmosphere.

and excited. He had his mains tunioloking after 'Rowdy' and getting him acclimated to the circus atmosphare in the control of the control of

MIDGET CIRCUS PREPS FOR SOUTHERN DATES

Dallas, April 20. New novelty circus, 'Stanley Gra ham's International Midget Circus. owned by Stanley Graham and John McMahon, is set to open here May 21, following it will play Southwestern territory, in almost all cases, booking its dates under aus-pices of local business firms and

cases, booking its dates under auspices of local business firms and newspapers.

Circus will travel in 20 cars, carries 130 midgets, including an 11-piece colored-midget washoard band, and a 24-piece midget brass band, 11 elephants, 20 ponies, a hipopotamus, Christy's Liberty, horses, three mule acts, 70 ponies, three little pigs, bears, seals, and dogs.

Will come in here under auspices of Salesmen's Club and local newspaper, and will follow for five days at San' Antonio, sponsored by Summer Dry Goods store. Date at Ardmore, after San Antonio, is only one played direct; Tulsa being sponsored by Oklahoma World, and Oklahoma City by Hinkle's Department store and Oklahoma. Other towns are being lined up at present.

Barry's Deal Puts Him In Control of H-W Trick

Chicago, April 20.
Howard Y. Barry has bought controlling interest in Hagenbeck-Wallace circus, now at Coliseum, by taking over the 87% of stock owned by J. Frank Hatch, Barry takes over as president and general manager.

General Motors is in on this deal, with G. M. having indicated it would back circus if Barry took control.

Ringling Coast Dates

Los Angeles, April 20.
Ringling Bros: circus will play
three Coast dates some time this summer. Big show grossed around \$240,000 on five-day stand here two

years ago.

Only towns on Coast to be played on forthcoming tour will be Los Angeles, Santa Barbara and San Francisco.

Compulsory Courtesy

South Bend, Ind., April 20.

Hagenbeck - Wallace circus, contracted and billed for April 26, cancelled in favor of Cole Bros, which plays Policemen's Benefit May 4.

Ken Maynard, Cole's wild west feature, here April 12 for Studebaker corporation employes exhibition ahead of Chicago engagement.

H-W reported to open under canvas at Kokomo, Ind., April 27.

Under Auspices

Mt. Vernon, N. Y., April 20.
The O. C. Buck carnival is showing here for two weeks under ausices of Mount Vernon post, Veter

ing here for two weeks under auspices of Mount Vernon post, Veterans of Foreign Wars.
Back in 1928 the city banned carnivals, but the regulation has since
been modified to the extent that carnivals playing for local charity will
be allowed.

Circus Notes

With business building throughout the week to the second Saturday and Sunday afternoon sell-out, indications are that the Ringling-Barnum & Bailey circus' total takings at Madison Square Garden, N. Y., will top last season's despite the missed. Easter week Sunday matinee's record attendance came as a surprise and visitors from nearby points remained for the night performance. Tickets for the week-end performances were mostly sold out in advance.

Big show is scaled at \$3.85 for side

in advance.

Big show is scaled at \$3.85 for side arena boxes, end boxes, being \$3.30. Top price is somewhat higher than in the past two seasons, but the highest price tickets are the first to be sold.

Understood that when the debts of the late John Ringling are paid is estate will be small. Any settlement will be held up by the Government's income tax claim, said to amount to several million. Federal people (Continued on page 63)

TIED BUT LOOSE

Cole Stops Two Acts from Opposition, But Loses Them for Show

Chicago, April 20.

It which was brought against Harry M. Cress, Ira Millette, and Ernie White troupes by the Cole Bros.-Clyde Beatty circus, when it was allegedly found that the acts had signatured for the entire season with Hagenbeck-Wallace after having signed to play the Chicago engagement with Cole Bros., came up before Judge Allegretti of Cook Co. Superior last week.

Injunction was given which prevents acts from appearing ith Hagenbeck-Wallace during Chicago emgagement; but contained no clause which forces them to appear ith Cole-Bros. Chicago, April 20.

Abe Marowitz represented the ner-

DALLAS TAKES FORM AS OPENING NEARS

Dallas, April 20. expositio

Dallas, April 20.

Dallas, April 20.

Exposition officials are bringing plans for the Pan American stanza out of the nebulous stage to the point where they have form. George Marshall, entertainment mogul for the fair, reported before leaving Saturday (17) for New York that details for theatre-casino are shaping nicely. He acceded to plea of Veloz and Yolande to withdraw from contract calling for appearance in opening show. He accepted Georges and Jalna as substitutes for dance team but forced Music Corporation to deliver Benny Goodman's band in the deal.

recorges and Jalan as substitutes for dance team but forced Music Corporation to deliver Benny Goodman's band in the deal.

He has Irving Kahal and Sammy Fain working on music for show and has obtained rights to 'Bolero' for opener. He wants a hit paradesocker on a blue bonnet theme out of his songsmith duo. In New York will try to sign a name singer for first show.

Jo Mielziner, scenic artist on casino, is on hand with staff working out Latin-American motif with George Dahl, expo architect. The Casino will seat 1.800 customers at tables and about 300 others will have spectator seats'. Mielziner is working out stage which will revolve and can be projected. It is understood that Marshall will try to get Carl Hoff as director of show band, made up of local musicians.

Marshall also will try to line up concert artists for outdoor theatre, a commitment already having been obtained from Gladys Swarthout. He sidue back in Dallas May 15 and will be here more or less permanently until show is over.

Ralph Hitz is expected in today (20) to sign contract for catering at Casino. He already has signed for similar service at Fort Worth and Cleveland shows.

Downie Tails Wallace

East Liverpool, O., April 20. East Liverpool, O., April 20.
Downie Bros. circus is trailing the
new Wallace Bros. motorized, outfit
into the upper Ohio valley by less
than a week, it was indicated here,
with the granting of a permit to the
former show to appear here May 2.
The Wallace Bros. date here is

The Wallace April 28.

Mayor Earl Greenawalt has promised the Johnny Jones Exposition the only carnival permit of the year for a week in June. Policy here for a week in has been only for a search been only one carnival permit a season and that to a show of

SHEESLEY SHOVES OFF

Character,
Sheesley Midway, carney that tered here, put in opennig week here with what Capt. John Sheesley described as the best opening in 15 years. Press agent Whitey Newell had excellent local tieups and the press went to town for hi as well as radio and other promotional mediums. Everything new and bright. All the usual shows and concessions, with rides. Personnel that came inter quarters and fall when the control of the came inter quarters and provided that came inter quarters are the came in the came in the came in the came interpretation of the came in the came in the came in the came interpretation of the came in t Charlotte, April 20. Sheesley Midway, carney that win

Circus Routes

Week of April 26
Barnes-Sells Floto
Son Jose, Cat., 29; Redwind City, 27;
San Mateo, 28; San Princisco, 29-May 2,
Cole Bros-Clyde Beatty

Chlengo, Hagenbeck-Wallace

Chicago.
Ringling Bros-Barnum & Bailey
New York.

GETTING BUSY IN FORT WORTH **GROUNDS**

Fort Worth, April Although Billy Rose refuses to say what his next show at Fort Worth Casa Manana what he intends to do with the fair ground here, it is understood that the Casa

intends to do with the fair grounds here, it is understood that the Casa Manana show will be built around the history of Texas, and that a new deal is being worked out for grounds patrons, with combitickets to be sold, which will i both gate and all attractions. Several of the large buildings on the grounds have been demolished in order to make room for the transplanting of 32 huge trees to give the grounds a more parky appearance. Also the latest in fire prevention equipment has been installed. Casa Manana show will be one of most elaborate productions yet attempted here, being divided into five sections, which will depict not only historical eras of the state, but the different industries and regions as well. First division will be Mexican, depicting the Alamo; second, will be pageantry describing old-time cattle rustling, and use all sorts of riders as well as an elaborate presentation of the west of the "fos; third, section will be a picturesque vignette of Stephen Foster period, including cotton picking musical; fourth will show the Rio Grande fruit industry, its growth and importance; and the last section will be one devoted to oil, and a general finale of whoopes, modern in character.

Ned Albert now heads the publicity and advertising staff.

GEORGIA GETS HOT ON WORLD FAIR EXHIBIT

Atlanta, April 20.
Georgia is preparing to launch campaign to raise \$50,000 for a Georgia exhibit in Hall of States at New York's World Fair. Drive got its impetus from visit of Lesile L. Baker, of New York, Fair Commissioner, who was here last week and conferred with Gov. E. D. Ivers and other state and civic leaders. State itself is prohibited by constitutional limitation from appropriating funds for exhibit, Rivers declared, but can send representatives of its various departments to serve as guides and directors.

Chi Circus Take

Chicago, April 20.

Cole Bros.-Clyde Beatty show headed for mighty \$50,000 take on its initial week at the big 14,000-seat Stadium and figures to hold to that pace or better until its closing here on May 2.

At the smaller Coliseum the Hagenbeck - Wallace - Forepaugh - Sells circus, after taking a fine \$27,000 on its first week, got flattened a bit last week on the competition and will wind its second week up to around \$21,000 Matinees on week-days are both joints, lift the mights okay.

PUBLIC NOTICE

PUBLIC NOTICE

, office do liberly given that the City Council of the City of Long Benefit will Long Benefit will Long Benefit will Long Benefit. N. Y. on Tuesday, May 4in, 1937, at 8-00 P.M., at which thus they will be publicly engined and roud, for the will be publicly engined and roud, for the will be publicly engined and roud, for the City of Long Benefit Parketin the City of Long Benefit Parketin the City of Long Benefit Parketin L

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withdraw his bid within lifteen its

thereof. The City of Jama Becht resistance to

The City of Jong Beach reserves the right to reject any informalities in and to reject any and all bilds, and to accept any bild it deems most advantageous to the City, Dated: April '9th, JAMES G.

Gotham Burley Won't Reopen 'Til Fall; Minsky, in Rage, Ejected from Hearing

planned by Abe Minsky to reopen his law-shuttered Gotham theatre, N. Y., via an appeal from the criminal conviction on an indecent performance of last week, or reapplication for license when revoked present license, up May 1, expires. Any action "the field will come from outside forces and on the opposing side with Catholic church authorities and reform leagues keeping a close watch on the situation and talking a drive unless there is a general cleanup.

License of the Gotham

ties and reconstruction and talking a drive unless there is a general cleanup.

License of the Gotham was revoked April 15 after a stormy hearing in the license offices between Abe Minsky and the commissioner. Defendant Minsky was ejected from the proceedings when he flared up at Paul Moss. Following day Special Sessions court passed sentence on conviction, nicking the corporation for \$500 and handing Manager Sam Kraus a suspended sentence. The Storm Breaks

Commissioner Moss' request that he Minsky take the stand during license revocation hearing brought out the vitriol in both, and resulted Minsky being ejected from the session on Moss' orders. Minsky refused to testify, ing an officer of the corporation, and added that he was 'only a spectator.' Moss said there was no room for rubber-necks and requested that he leave. At that point Minsky accused Moss of being uninformed and attempting censorship on a flourishing business, after a short three-year acquaintance, adding that poor business at commish's brother's theatre. B. S. Moss new Criterion filmer, had further aggravated him.

Text of the battle was lost when hair flared, with Moss finally ordering attending officer to aid Minsky's exit.

P. S.—License revoked.

P. S.—License revoked.

P. S.—License revoked.
Quite probable that the matter will
emain status quo until fall, when
t is hoped feeling will have died
lown, and application can be made
or a new license. Operators deem
t wasted effort to attempt regai ing
heir house while the wave is on,
ind will wait. Possibility of an apical is also temporarily off, since
hey do not want to aggravate the
condition and are mindful of the
xypense.

Oxford Burley Mgr. Held Up Second Time

Three men held, up Frederick Franklin, manager of the Oxford furley theatre in Brooklyn Monday (19) morning and got away with \$1,100, part of the Saturday-Sunday receipts. Haul might have been larger had not the performers and employes been paid off the previous day.

employes been paid off the previous day.

At the time only Franklin and two cleaners were in the house, and it is presumed the men entered through one of the exit doors, all of which were open to air the house. They made their way to his office and covered him with a gun, binding him before they took their departure. The house was held up in March of last year by two men, who were caught and are now serving time in Sing Si

Republic Gets Summons; Second N. Y. Burley Pinch

Second N. Y. Burley Pinch

Burlesque received its second whack last week when Ed. Weinstock's Republic theatre on West 42d street was issued a regular police summons by the second deputy commissioner's office on charge of giving an indecent performance. Complaint is answerable April 22 in 7th district court, N. Y.

Matter-was han by police investigators acting on downtown instruction to the theatres, and has no connect it thanti-vice and rell ious activities.

Probable that defendants will seek a postponement, in view of the current ill-feeling since the Gotham pinch and conviction last week. Latest nab was made while the Gotham case was pending. Also very unlikely that the case will be moved to any other court than the magistrate's for which it is skedded. Switch of the Gotham case to Special Sessions was instigated by attorneys for the defendants, who later regretted the move, which caused all the adverse publicity.

icago, April 20.
Impresarios of nudies were
cheered last week by a decision
handed down by Judge Jacob
Hermas, of the Morals Court,
in the trial of Fritzie Wick, Art
Institute model, who was accused of giving an alleged indecent performance at a loop

Approving Justice

party,
Judge was quoted as saying.
'If it's Art in the Art Institute.
it's Art on State street, Wabash
avenue, or any other street,
far as I'm concerned.'

Further reports quote him as saying he would issue an injunction preventing any police-interference in cases of nude performances in theatres, pro-viding no bumps were handed

N. Y. BURLEYS PLAN SUMMER CONTINUANCE

Despite playing under wraps, and resultant lessened biz since the

Despite playing under wraps, and to resultant lessened biz since the conviction of the Gotham theatre, last week, majority of N. Y.'s burley houses see good chances of remaining open throughout the summer to finish off what has been the hettiest season for flesh exposers to date. Some are installing cooling systems, others are repairing. All will remain at their respective guns until as late as possible, thus setting a nutil as late as possible, thus setting a nutil as late as possible, thus setting a nutil as late as possible, thus setting a method of the summer. Those which will positively stick for the summer are Abe Minsky's and Izzy Herk's Gaietty, Max Wilner and Emmett Calahan's Apollo, Max Rudnick's Ettinge, H. K. and Mort Minsky's Oriental (new), John Miccio's Irving Place, Ed Weinstock's Republic and Milton Brook's non-union Fith Avenue. Others of N. Y.'s total 14, Miccio's People's, Sam Raymond's Century and Star in Brooklyn, Ed Weinstock's Minsky's Brooklyn, and Charli Schwartz's Oxford all hope to weather the warm spell. All have notices posted already to cover themselves on the two-week notice stipulation of B.A.A., but hope not to exercise them. Century, Brooklyn, will go stock with colored shows when last wheelie hits there, next week, and continue with themsal long as possible into the summer. Last summer saw unusually long runs into the torrid's pell, so with this as an indication, they hope to repeat. Even Brooklyn, usually tough to buck, supported shows until very late last year and set a new record. Abe Minsky was going to keep his Gotham open but courts changed his mind for hi

Ann Corio's 8 Weeks In Philly a Record

iladelphia, April 20. Ann Corio, rated burlesque's No. 1 strip-teaser, wound up eight weeks at the Shubert here, last week, ith biggest take ever garnered by one burley star since the old days of wheel operati Longest sustained engagement by stripe femme in this

town.

Corio, now confini appearances to eastern theatres, is playing this week in Boston.

Mpls. Gayety Shuts May 7.
Minneapolis. April 20.
Gayety, here is set to close for season May 7.
House started season with Independent Circuit shows, itched three weeks ago to stock,

Burlesk Reviews

MINSKY'S, B'KLYN

MINSKI 3, Land (pres-what Ed Weinstock lacks (pres-exposure at his ently) in bumper exposure at downtown King's County barn cowntown King's County barn is balanced by the production effort, and frequent results, manifested. Under guidance of Beverly Carr, current stock shows are somewhat of an improvement over the initial wheelie offerings of season's begining. Since the bluecoats got the ning. Since the bluecoats got the upper hand in the local burley situation, the damper is much in evidence. Nowhere is it more plain than at Broklyn's Times Sq., where the peelers still retai their dresses on exiting, but where the comics add dressing to offset the femmes dranes.

on exiting, but where the comics add dressing to offset the femmes' drapes.

House supports what is probably the largest company hereabouts, comprising six strippers, four complete the support of the support of the company of the support of the company of the c

is about the best in burley and helps benty. Nothing remarkable about looks or performance's of Dorothy Allen, Jean Caton, Jean Carter, Irene Renee and Lillian Murray. Maybe it's because the heelers never get a chance to warm up because of the decency impositions. Bert Carr, hebe comic, is his customary indigo self here as in his other recent locations. Gus Schilling, less funny and bluer than former, is equalled by Ben Chassen, who, thankfully, does only one bit. Bob Alda's voice and appearance are an asset to burley. As much cannot be said for his co-worker, Ronnie Earls. Straights Jimmy Walters and Edward Hayward are standard.

5TH AVE., N. Y.

Using Variery's last notice of worst burlesque in N. Y. in tabloid ads as a comeon, N. Y.'s only non-union burley can still honestly retain that dubious distinction because of its antediluvian character and sad-physical condition. Nowhere else can burlesque, as a form of entertainment, recript in the same unconscious sense that the Cherry Sisters were, getting laughs the wrong way. Management is smart in sticking to the serious treatment. If show was to burlesque itself, the result was to be more empty was to burlesque itself, the result was to be more empty was to burlesque itself, the result was to be more empty was to burlesque itself, the result was to be more empty was to burlesque itself, the result was to be more empty and the same in the back of a potage eyed high-schoolers are conspicuously absent, and it is decided the decided of the same in the back of a potage stamp. Marie girls doing a third straight trick, such as singing or dancing, to fill What gals know about their individual performances, including decided chorus, could be printed in the back of a potage stamp. Marie straight in the semblance of knowledge is. Connie Lee Nash, best in looks and performance, but still way under par. Smiles Clara, talking woman, who more often giggles; is billed as cursival and as piece to existance in holia peel definitely belies the appellation. Nearly all arc ungainly and misshapen.

pendent Circuit shows, itched three weeks ago to stock,

Independent Burlesque

Week April

"Tray Quille—Tastino. Purlaburch. Southing But Danner—Gayety. Circlinanti." Tray Quille—Tastino. Purlaburch. Southing But Danner—Gayety. Circlinanti. Tray Date of the only drop is eviced to the control of the contr

OBITUARIES

ENOCH E. TAYLOR

Enoch E. Taylor, known professionally as 'Enoch, the Man Fish', died suddenly in Miami, April 13.

Mr. Taylor, ever since coming to the United States from his birthplace, Keighley, Yorkshire, England, about 35 years ago, had been almost continuously on the stage.

He had a water act and made a specialty of remaining under water, developing this to the point where he held the world's record, which still remains unbroken. For remaining continuously under water his record is 4 minutes 461-5 seconds, On two occasions he held his breath for six minutes. He remained under water 14½ minutes out of 15 on another occasion.

Survived by wife and daughter.

MAURICE I CAPLAN

MAURICE J. CAPLAN
Maurice J. Caplan, 47, president of
Metropolitan Motion Picture Co.
died April, 18 at Henry Ford
pital, Detroit, Mich., following an
operati He had been ill since last

October.

Deceased came to U. S. from Manchester, England, in 1903. In 1914 he went to Detroit, where two years later he organized his firm. His was the largest commercial film outfit later he organized his firm. His was the largest commercial, film outfit between N. Y. and the Coast, employing eight cameramen besides a large technical staff. He was a trustee of local Variety Club.

Burial April 20, in Detroit: His widow survives.

RAY PETERSON

RAY PETERSON

Ray Peterson, 46, for past 14 years an independent exhibitor in Pasadena and Los Angeles, died i Los Angeles Ang

stalled.

Peterson resumed operation of the Fair Oaks theatre. Pasadena, last October after it had been leased to Crown City Theatres for previous year. He was also interested with Hobart Swan in the Vermont theatre, L. A. The wi

GEORGE A. SCHILLER
George A. Schiller, 80, on the stage for more than half a century, ied in a New York Hospital, April 13.
He made his stage debut with the Boston Museum company, playing a mi role in support of E. H. Sothern and presently went to Mrs. John Drew's company Philadelphia, later joi ing E. E. Rice, producer of Evangeline and 'Adonis.' He played with Edina May in 'The Belle of New York' during both the local and London engagements and last appeared in 1934 "Music Hath Charms.'

ShirkLEY JO FINK
Shirley Jo Fink, 12-year-old musical and dancing prodigy of Edwardsville, Ill., who appeared in
1933 productions at Municipal
Opera in Forest Park, died last week
at St. Louis.
She made first appearance as
singer and dancer at age of 6 and
appeared on St. Louis, radio programs. Her father, Frank Fink, is
manager of Edwardsville, Ill., Municipal band, Her mother, and an
elder sister survive. Interment in
Edwardsville.

WILLIAM C. NEWMAN

WILLIAM C. NEWMAN William C. Newman, 61, who trouped with 'Devil's Auction' before doing 15-year stretch as operator of Keilt's, two-a-day vaude house in Cincinnati, and since 1930 projectionist at the Rialto, a nabe there, died April' 11 at his home in that

city.

Survived by his Cli ar operator; a brother, Arthur, a per former, now believed to be in Texas and a sister, Mrs. Edna Montgomery Frankfort, Ky.

DOROTHEA L.
Dorothea L. Abbott, 51, it actress, who appeared in New York and on the road some years back, died April 12 from a heart attack at her home, Covingtor, Ky.
Survived by a sister, Mrs. John J.
Strader, Ci

CHARLIE (FOLTZ) BLUE
Charlie (Foltz) Blue, 59, former
acrobat, mainly with circuses, and
for the past 17 years an editor of
various outdoor departments on The

Billboard, incinnati, ied April 12 in the hospital of the National Sol-diers' Home, Dayton, O.

RAYMOND A. FLYNN
Raymond A. Flynn, 47, production
manager for Selznick-International,
Inc., in Hollywood, died there Apics
Inc. in Hollywood, died there Apics
If following a periodical illners of
more than a year. His last work was
on 'A Star 15 Born.'
Survivors include his widow,
daughters mothes there circum.

daughters, mother, three sisters and four brothers, including Emmett J. Flynn, former film director.

WILLIAM LINK
William Link, 70, blackface comfefor 40 years, died April 17 in Hollywood.
Started in 81 with Ackerman &
Harris and for played Orpheum and Pantages circuits.
At Al Joison's suggestion he went
to Coast for picture work. Services
and burial in Los Angeles, April 20.

MATTHEW F. LUBY

MATTHEW F. LUBY
Matthew F. Luby, 47, for the past
four years manager of the Empress
and Capitol, Moncton, N. B., both
picture houses, died there last week
of a heart attack.
He had been employed film exhibiting for 25 years: Surviving are
his idow, one son, three brothers
and one sister.

SHERMAN HILL
Sherman Hill, 82, former Metropolitan Opera tenor, known as Cremonini, died in Los Angeles April 14, Before the turn of the century he appeared with Madame Schumann-Heink, Madame Melba, Tetrazzi i, Caruso, Antonio Scotti and others. He went to the Coast several years ago and operated a voice studio.

JAMES DONNELLY

James Donnelly, 72, stage.
Screen actor for 43 years, died in
Hollywood April 13,
He had been in pictures for 22
years. He was a native of Boston.

CHARLES FORSYTH BEATON

Charles FORSTH BEATON
Charles Forsyth Beaton, 40, prominent figure in Atlanta, Ga., musical
circles, died April 15 after long illness. Affiliated with Atlanta Conservatory of Music for past 10 years,
Beaton was director of normal and
piano departments at time of death.

WALTER J. (WINK) BRIGGS
Walter J. Briggs, 50, ex-performer
in Shubert Passing Shows, died
April 14 in Detroit.
Born in Toronto in 1886, he went
to Detroit in 1905. Recently he hadbeen acting as m.c. in various Detroit
cafes.

LEE R. FOWLER
Lee R. Fowler, 28, of Brandt,
ran & Fowler, nitery and vaude
singing act, died Apřil 11 in Miami
of a blood infection of the leg. Had
been ill about three weeks, but until
a few day's before his death was
thought to be recovering.

BERT SINCLAIR
Bert Sinclair, 65, associ
his brother, George Sinclair, in the
operation of Meyers Lake park,
Canton, O, died there April 12 after
an extended illness.
Besides his brother a
vives.

EMMA FROHMAN
Emma Frohman, sister of
Frohman and an active aide in his
work for the Actors' Fund, died April
14 in New York after an illness of
six weeks. She had also been active
in war charities.

WRIGHT GEDGE

WRIGHT GEDGE
W. Wright Gedge, 53, manager of
WMBC, Detroit, died April 15, of
pneumonia. Story in radi
He was also a director
Association of Broadcasters.

Maurice Wilner, 81, father of Max Wilner, part operator of Apollo the-atre, West 42d street, N. Y., died April 17 at French hospital, New York City.

Wife, of Meyer Mar partner Marks Bros., theatre operators, died in April 18.

Mother of Reba and Inez fonte, former vaude act, died Lake Worth, Fla., April 4.

Swing Parade

(Continued from page 58)

of a routine or tossing wise cracks. It is fast moving and gets the show off to a snappy start. The most pretentious numbers in the first act, which is far superior to the one which follows are been of the WPA process of t

highly suggestive voddoo dances, which were plenty hot; 'On the Road to Moscow, and Walkiki Seach.'

Second act gets off to a sluggish start with toyland Fratasy which was side a pair of witches who turned the prince Charming into a frog and who finally had the tables turned on them. Maxime Dill, daughter of Max, has the role of Cinderella. Miss Dill is a looker and has stage personality, but she should leave the vocal chores to someone else. For vocal chores to someone else, for vocal chores to someone else, for vocal chores of the miss ring to it; Black and White Rolling and Chinatowa with the should have been okey in a burly house, and 'Chinatowa Then aburly house, and 'Chinatowa Then and Now' closed the show.' On plot, the various his covered weer with a stelly from the stork derby to a long drawn-out marriage service in Old St. Mary's Church in Chinatowa, being tied together with a television idea. The should have been a great deal more. A line of thirteen girls does remarkably good work, directed by Yvonne Matejeik, who gives a solo, Dance Orientale, in the finale. 'Swing Time in Spring time' and Swing Parade' are the best of the songs by Nat oldstein and Forbes, Adele Swanson, Richard Allen and Walter Farnsworth.

Ruth Allen did the costuming, She deserves a special salute. They be deserved which which was the best yet turned out by FTP here.

Professor Mamlock

Drame in four acts. Presented at Daly's N. Y., April 13, '37, by the Jewish Theatr Project of the Federal (WFA) Theatre written by Friedrich Wolf; translation Anne Bromberger; producer, Philip Gross stage manager. Bernard Bunin; settings George Philips; 55c top.

George Phillips; 55c top.
Frances Beck, Greta, Karnot. Augusta
Durgoon, Herb Breakstone, William Bansker, Emil Hirch, Mayne Arey, Tom Morrison, Morris Strassberg, Harry Lesin,
Joseph Anthony, Edith Angold, Mary
George, Louis Brandt, Elesfier Gillmore,
Mary Adams, Izelia Phenice, Abb Baron,
Mary Adams, Izelia Phenice, Abb Baron,
Buchsbaun, Jeantte Klein, Bitts Baraks,
Buchsbaun, Jeantte Klein, Bitts Baraks,

This represents one of the not over-frequent occasions when the WPA acquired a book from a play-wright whose work has had some attention before. Friedrich Wolfs Sallors of Cattaro' was given an airing two years ago on 14th street, but with a good deal of comment outside the class-conscious circles. Professor Mamlock, the current WPA offering, has not been produced in this country before. It's 14th street, like the 'Sailors,' but with a wallop that will probably reverberate outside the ordinary protest cults.

verberate outside the ordinary protest cuits.

Wolf takes Hitler Germany apart, from the viewpoint of the Jew, and he does a swell job. Technically, it has loopholes and sags, but the general overlay of sincerity, plus a couple of characters that run in high gear all the way through, manage to camouflage the threadbare spots pittle with accuracy to the last details, with a curacy to the last details, with a curacy to the last details, with a curacy to the last details who too busy with his clinic to bother with political upheavals. Not until his son turns Communist, and he gets beaten up and tagged 'Jew' by the Storm Troops, does Prof, Mambok Storm Troops, does Prof,

surgical capacity, he commits sulcide.

Play is palatable, as theatre mechanics, in that it's not vaucous. Twice there are bad spots—when the sinternes and patients gab too much in a hospital, and when the Nazi girl finally falls in love with the Communist kid—but for the rest it's solid characterization of a man who solid characterization of a man solid characterizat

WHAT THEY THINK

Nathan's Play New York, Editor, VARIETY:

Editor, VARIETY:
Want to deny an item dated Dallas, to the effect that Jed Mace, president of the Arden Club, Southern Methodist University, would give the world's premiere of George Jean Nathan's play. The Avon Flows, This is absolutely without an atom of truth and you have obviously been misinformed. Mr. Mace will not play in Mr. Nathan's play, nor will the world's premiere be given in Dallas.

I make the foregoi statement, on behalf of Mr. Nathan, whom I represent in this play matter.

Richard J. Madden.

(George Jean Nathan explained he will not permit any production of The Avon Flows before the fall of 1936, and then only if he approves the casting. Four producers have made offers, according to Nathan.)

Dallas, April 20.

Permission for production of 'Avon Flows' by Arden Club, dra-matic group of S. M. U., was given by Nathan 'some time ago,' accordby Nathan some time ago, according to Mace, prez of group. At that time, Mace says, Nathan di not anticipate immediate professional production, local production hinging on lack of publicity and pro prospects. Prez claims Nathan and his agent, Madden, wrote him (Mace) last week rescinding okay for Dallas production. Letter explained Guthrie McClintic wants play for fall production and wants no previous amateur production.

iliy Watson on Stripper Philadelphi April 16.

Editor, VARIETY:

This is my 56th year in show business, By cutting out strip and tease acts icense Commissioner Paul Moss in N. Y. is doing clean burlesque houses a favor to exist, and giving the public iee of clean amusement where a man can take his family.

Why can't the shows be like when Sam Scribner, was president of the big Columbia Wheel. What a swell audience we used to get. Now the theatres simply play mostly to stag audiences. Darn few women attend. The owners of theatres just ruined themselves and their own theatres. Fifth does not last; a little spice and ginger, yes.

When Gypsy Rose Lee and Ann Editor, VARIETY:

theatres. Filth does not last; a little spice and ginger, yes. When Gypsy Rose Lee and Ann Corio played my Orpheum in Paterson, they jammed my theatre with more women than men. Why? They were refined. No bare breasts—they wore full trunks and looked swell. It's a good thing the License Dept. cut them out; it gives comedians a chance to tell their drawing powers. Now the teasers think they are doing it.

Billy Watson
(Of Beef Trust Fame.)

. D. R.

New York, April 14.

Editor, VARIETY:

Editor, Variety:
WMCA, New York, erred in cutting Arthur Boran off the air at the
Press Photographers' ball because
of his presidential imitation. Boran
received permission from Stephen
Early, the President's secretary.
Boran did an impersonation this past
year before Mr. Roosevelt at the
White House Press Correspondents'
dinner.

dinner.

Boran also impersonated the Chief
Executive on Eddie Cantor's (Texaeo) program only a few weeks ago
over the Columbia Network.

Sam. Blake:

Congrats Thayer Hollywood, April 18.

Editor,

Your issue of April 7 carries front Your issue of April 7 carries from page story regarding kickbacks directed at Federal Theatre-Project in play entitled 'Uncle Sam Presents' by Julian Thayer, thought to be William J. Perlman, Please deny this.

Not that executives of FTP don't Not that executives of FTP don't deserve panning. Treatment accorded Maud Fealy, Equity member and champi of the professional, cently placed on sewing project; and treatment accorded me, unjustly removed from position of play supervisor, and forced back on dole; as well as miserable treatment of numerous other capable professionals is. flagrant violation of the President's work relief program.

After innumerable protests had

as nagrant violation of the President's work relief program.

After innumerable protests had reached Washington, W. H. Kinler, WPA field agent, was sent here to

investigate. Kinler admitted to many witnesses whose sworn statements are in my possession his findings were of sufficiently serious nature not only to oust some of local FTP executives but even to indict them. executives but even to indict them.

Kinler's report, forwarded to Admi istrator Hopkins in February appears to have been squashed. It all facts were known there would be sufficient material to write 10 plays, not one. Congratulations to Mr. Thayer.

William J. Barbare

William J. Perlman.

'State-Lake Sweethearts' , April 16.

Editor, VARIETY:

Editor, VARIETY:

Will you please be kind enough to publish this letter to correct the letter in your issue of April 14, purported to have been written by an ex-'State-Lake Sweetheart'. That letter could not have been written by any member of the 'State-Lake Sweethearts' or, to our knowledge, by anyone who at any time was a member of our line. At no time have we had a member in our group whose name was Vera M, the signer of the letter in your last issue. The writer of week's letter

The writer of week's letter nade certain references to Balaban made certain references to Balaban, & Katz which are entirely unfair to that organization. We have not been approached by Balaban, & Katz, nor have we received any offers from them, and to insinuate that they would act in a manner suggested by the writer of last week's letter clearly indicates here complete ignorance of the high esteem that the theatrical profession below, or the state of the profession below o profession holds for Balaban & Katz

During the past four years in which we have worked at the State-Lake our relationships have been most pleasant, and the kindness and consideration that we have always received from Mr. Jones has only served to increase our friendship and

we leave the State-Lake theatre because we desire to start on a career of our own, and, in leaving the State-Lake, we leave with the kindest of thoughts for those with whom we have been associated.

THE FORMER STATE-LAKE

SWEETHEARTS,
By Ronnie Haigh,

Anti-Politicos Albany, N. Y., April 18.

Albany, N. Y., April 18. Editor Vanisty:
Why cannot something be done to abolish or at least reduce the enormous expense to ich the theatrical business annually subjected through the perennial introduction of the Dickstein bill and its close it regulating the motion picture business on the docket of Congress? Whether or not these bills have any basic value is beside the question. It is apparent, after several years of determined effort that neither of these documents stands any chance of bei enacted into law, yet year after year their proponents put the amusement business to enormous expense in defending

to enormous expense in defending itself from what amounts virtually to a 'strike.'

itself from what amounts virtually to a 'strike'.

"Their proponents know there is little or no chance of obtaining passage for these bills if a proper defense is submitted, yet each session they are reintroduced and once more must be opposed.

It is probable that in excess of \$500,000 have been expended on public hearings and private lobbying on these two matters and neither is any nearer passage today than when first introduced.

Congress should enact a resolution

first introduced.
Congress should enact a resolution
that after a proposed bill has ben
presented and defeated after ten
consecutive sessions it may not then
be revived for a term of years.
James H. Codrington.

Penny Wouldn't Fool 'Em

New York.

Editor. VARIETY: Editor, VARIETY:
The press have it that I am stripteasing, on account of playing in
Chicago vaudeville and picture
house on a bill with strip-tease girls.
The management one number,
with the dancing girls, had us take
off our coats on the
getting

with the work off our coats on the down to a short worn lots of times before.

Since I wouldn't take my figure seriously enough to strip-tease, am writing you because I wouldn't want to disappoint anyone—ha!

Ann Penni

ler, (Yacht Club, N. Y., ads heralded to Miss Pennington in a strip specialty.)

Jim Europe's Drummer Hollywood, ril 13,

Hollywood, ril 13.

Editor, Variery:
In reply to the recent letter on Jim Europe's band and his drummer in your issue of April 7, that same drummer was the one who eventually killed Europe. He was sentenced to Charlestown State's Prison in Massachusetts and later became the charge of my brether, in Boston.

ton.

I am writing at RKO for a living, and still playing a lot of benefits.

(The drummer, whose name will be left anonymous, served eight years in the Massachusetts State's years in the Massachusetts State's prison after a pen-knife alteration following a dressing room argument with Europe. Latter went on with his music, dismissing the wound in his neck as a more or less superficial bruise, but later succumbed when a blood clot set in. The ex-drummer, last heard from in Boston, was an elevator operator and living in retirement.

rement. Joe Rubin who operated the Pine View Inn outside of Boston on the Providence road, and who is now a vaude and radio agent, set the drummer up with a set of gilded drummer up with a set of gilded drummer went to work in Rubin's roadhouse and, as Rubin said at the time, he paid off the drums in two weeks from tossed him by customers.)

He Ain't Got Rhythm

He Ain't Got Rhythm

New York,

Editor, VARIETT.

I was pleased to note in your last issue a resumption of the Forum, which was an interesting feature of the VARIETY I, knew and enjoyed years ago. It emboldens me to raise my voice in a protest which has long lain upon my mind. I shall probably be denounced as a fossil with a horse and buggy mind, but I want to offer a plea for at least a partial return to the sanity and entertainment value of those early days.

For example, a band is offered as the feature. But it does not play music. Often it is not even possible to tell just what selection it is playing what with the 'swing,' the holicks' and all the rest of the frenzy which has invaded the musical field. It must be appreciated by the younger generation, as demonstrated by the recent Benny Goodman outburst at the Paramount theatre in New York, but unfortunately we are not all young. There are thousands who would appreciate tuneful music, expertly played, as opposed to the din and turmoil of the modern maestros. We had jazz—syncopation—in those early days, as witness Ben

who would appreciate tuneui music, expertly played, as opposed to the din and turmoil of the modern maesters. We had jazz—syncopation—in those early days, as witness Ben Harney, Mike Bernard and others, but it was still music. Now it is merely noise and falls harshly on old fashioned ears.

It is the same way all along the line. The few remaining acrobats are whirled madly about by the teeter boards instead of going into the smooth, graceful routines of those Reading-trained artists of an earlier day. Hoofers seek to prove their ability, not with their class or the precision of their taps, but through an exhibition of ankle breaking efforts, the reverse of the graceful and in sad contrast to the finished work of the old timers. Singers bawl into the microphones and all come out the other end sounding pretty much alike. They gain in volume what they lose in personality. Personally 1 prefer the personality, It has been years since I have seen a good soft-shoe dance, and sand dancing has disappeared. I am told because it necessitated the frequent relaying of the stage apron. But that is a small matter compared to the effect gained. Even the style of humor has changed, and for the worst. It longer has to be funny—just dirty.

I am not a professional, just an old timer who used to read Vanurry because I was interested in vaudeville. Now I read it more through force of

timer who used to read Valuery because I was interested in vaudeville. Now I read it more through force of habit than because what little that is left of vaudeville intrigues me. I am just one of the mob who used to put their money on the ticket ledge at the Union Square or Proctor's 23d St. week after week assured, of entertainment and insured against violence. But no more. And isn't it was presible that catering to the lazz tertainment and insured and isn't it lence. But no more. And isn't it just possible that catering to the jazz nad is at least partly responsible for the decadence of what was once a simple and pleasant diversion. It's something that managers might think

Circus Notes

(Continued from page 61)

seized and are in possession of many papers, without which the estate can anardly be settled. John M. Kelly, the Ringling show attorney, Rich. of Fuchs, the showman's former secretary, several accountants are under dictment, charged with alleged frau i the tax matter. Indications are the government seeks conviction upon which to base a civil action; pointing towards collection of the tax claims. However, a settlement is sible.

When Ralph Clawson the Ringling outfit he wilt be assistant to Samuel W. Gumpertz in addition to making legal adjustments or 'fixing.' He has been in Chicago the Hagenbeck-Wallace show.

J. C. Donahue, the show's general agent, is readying the Boston date which follows the Garden engagement. Al Butler is again aiding Bill Conway in contracting.

Show is using a new system in the matter of passes. Each one issuing paper has a number, printed in large figures. Certain locations are thus indicated and when presented at the box offices or ticket wagons are immediately recognized.

Justin Loyale inserted finale trick, back somersaulting from one horse to another, leaping from the shoulders of his sister Germaine.

and snouders of his sister Germaine.

After a Sunday (18) conference
with Samuel W, Gumpertz, Howard
Barry planed back to Chicago to
take full charge of the Hagenbeck
Wallace show. Frank Hatch
definitely out with Ed Arlington's
status somewhat in doubt. Finances
is said to have brought about the
quick change.

Barry is an advertising man with
a tie-up with General Motors. He
also scouted for novelties and last
season brought back pigny elephants
for the Ringling outti. The small
editions were an unruly lot then
but are now quite docile.

Ringling show's tour will include the Coast for the first time in four years, also playing the Northwest, where the big top has not been seen for 10 years.

Robert Wadlow, the eight foot seven inch giant, will probably not be with the show after eight weeks.

Equity Decides

(Continued from page 55)

pected weight of names may lead him to change his mind about the idea.

Another angle is the attempt to show how many members favor a change in administration, whether the opposition wins or not. Hampshow how many members favor a change in administration, whether the opposition wins or not. Hampden is in virtual seclusion at hi home in Connecticut with an injured ankle and has not been able to go to the telephone. If he does run, the chances are he would have to resign as president of the Players Club, 40% of the club's membership being the balance being artists writers. Star has expressed himself as definitely not interested in becoming a candidate.

Where's a Candidate.

Where's a Candidate.

Staded by one keen observer that the chances of any reputable actor opposing Gillmore are slim. Any such person would take over a task with many unusual angles and unless informed on the numerous actor issues would find the assignment no bargain.

One pointed reason why Hampder may not accept, regardless of the petition, is his attitude towards Equity Shop. As an actor-manager he resigned after a short period as a member of the council because not in sympathy with the principle. Wanagers, at the time, claimed was really closed shop, but the tervening seasons have proved that to be incorrect.

If there is an independent ticket, it will be printed alongside the regular ticket on the same sheet of paper, along ith a blank form which other candidates may be written in Indie ticket must be in the hands of the executive secretary at least 24 days before the ballots are sent out, constitution calling for such distribution to be made 14 days the contract of the care and the contract of the care and the care and the contract of the care and the care and

are sent out, constitution calling for such distribution to be made 14 days before the election and annual meet-

plexion soap for their daily beauty bath!



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72 PAGES

ROAD'S BIGGEST COMEBAG

Whole Nation Wired for Sound; Even | HINTERLANDLEGIT B'way Has an Imposing Array Cemeteries Heed 'Louder, Please'

By ALBERT SCHARPER, JR.

Little known side-business that is sprouting like Jack's beanstalk is the eddling and renting of sound am plification equipment, It's an offshoot of talking pix and radio, getimpetus, prestige and develop-

ment from both media,

Appears that this year the new industry should do well above \$6,000,000 — most of it coming from relatively small installations of sound gadgets.

\$8,000,000 — most of it coming from relatively small installations of sound gadgets.

In these times sound amplification is used extensively in music distribution, 'railroad, bus and steamship stations, airports, schools, hotel radio linkups, churches, as deaf aids, in theatres, stores, industrial plants, eaterles, exhibits, at auctions, public addresses, display-window plugs, for tower chimes, inter-office communication, airms, political rallies, sound frucks and for many more uses too numerous:

Hole. In Wall

Biz runs from strictly big-league to small penny-bidding. Probably the curse of the industry is the hole-in-wall outfit which will rent a mike and a couple of horns for \$10 per night. For that sort of money the amplification is certain to be bad, and reflection is cast on whole biz. Small tellow issually rents the equipment he leases out at so little a charge from a larger competitor that the little fellow is, in the main, a neighborhood radio-set repairman. Niteries have learned that only the expensive sound sets are worth the cost. Equipment used in first-flight spots averages \$1,500 to \$2,000. Such sets not only amplify floor shows ind dance music, but play platters and contain a radi iver. An idea of what extensive use indefron fact cemeteries have installed 'em. One of the infitiest is in Memorial Park, Upper Montelair, (Continued on 32)

(Continued on

Newspapers' Free Shows Too Tough as Opposish, Mpls. Squawk

Mi ril 27.

Theatres here, suffering from bad business, are starting to grumble about the free shows which newspapers; stage from time to time.

Star, which several months ago sponsored a Joe Louis poxing card, last week put on a big baseball show at the Auditorium to ballyhoo the opening of the local American Association season the next day. With admissi n grati prore than 7,500 people attended. Program included all sorts of entertainment.

This week the Journal has a zooking show at the Auditorium. It's drawling sapacity crowds afternoons and cutting into matinee trade at the theatres plenty.

Road's Long-Runners

There have been several shows on the road in the past few years with runs of surprising duration, such as;

Tobacco Road, 9 weeks, lasco, L. A., \$81,000.

Boy Meets Girl, weeks, Cass, Detroit, \$40,000.

Dead End, Studebaker, Chicago; 10 weeks, \$125,000.

Three Men on Horse, weeks, El Capitan, L. A., \$65,000.

Tobacco Road, 3 weeks, American, St. Louis, \$38,000.

Tobacco Road, 3 weeks, Nixon, Pittsburgh, \$47,000.

'Leaning on Letty,' 11 weeks, El Capitan, L. A., \$100,000.

'Personal Appearance,' 10 weeks, Harris, Chicago, \$9,500.

'Ah, Wilderness,' 6 weeks, El Capitan, L. A., \$120,000.

NBC Nixes Stork Club, but Gay 90's Commercial OK'd

Manufacturers of Molle shaving Manufacturers of Molle shaving eream are puzzled by the line which NBC has drawn in determining which night club may be the originating scene of one of the 'Vox Pop' broadcasts. Network has vetoed a request that one of the programs be staged from the Stork Club but when the Gay Ninetics, another N. Y. nitery, was given as the second choice NBC said; it would be okay.

choice NBC said: It would be oleay.

Original idea of putting on one of
the questionnaire stanzas from a
nitery had come from the management of the Stork Clu Latter had
offered to arrange to have a number
of celebrities on hand for the event.

NBC spokesman had thumbed the
Stork Club thing as too risky. He
said he was afraid that sonicbody
with sheets in the ind
mi ht do some cracking out of turn.

Stor Club the

Stor Club town's swanki

H'wood English Colony's Radio Coronation Salute

Hollywood, April 27. holywood, April 27.
icture in ustry will send a radio salute to the Coronation May 11.
when National Broadcasting shot waves a program Sclanick studio. Those sending greetings will be Doug Fairbanks, Jr., Madeleine Carroll, C. Aubrey Smith, Raymond Massey and David Niven..
Ray Noble's band will dis up the tunes.

BEST SINCE 1929

\$30,000 and \$40,000 Weekly Grosses Not Unusual-St. Louis Muny Opera's \$70,000 Is the Keynote for the Large Stadia of Amusement

STARS OR SHOWS?

BY WOLFE KAUFMAN

BY WOLFE KAUFMAN

One major business in the world without enough product to sell is legit. Statistics firmly establish, via half a dozen eonclusive tests, that America at lar is ready and anxious to see and pay for shows, but the shows simply don't exist. Figures for legit shows throughout the U. S. indicate that the present season has run up modern-time highs in 18 out of 48 theatres charted. But practically all have had to pause, between showing the present survey, all full-week stands in the U. S. since the disastrous season of 1930-31, are analyzed. Prior to that there were some very good years for legit

3), are analyzed. Prior to that there were some very good years for legit on the road but the boom ended after '31 and, for a time, it looked like it would never come back. But here it is '36-37 and all kinds of new records are being established at the b. o. Maybe they're not all-time records; there's no way of telling because half the theatres have switched since the old days, prices are different and economic conditions are different. And legit men insist that more than half of the marks established during the past year or so top.

lished during the past year or so top, by quite a lot, the best figures of the old days. ig Money

ig Money.

The entrance into the scene of auditoriums and large capacity the atres during the past few years has a lot to do with that. Very few shows in the heyday of legit reached \$30,000 or \$40,000, but there are several shows which have reached those kind of figures consistently during the past few years.

When town like St. is can skell out approximately \$70,000 for seven perfort the town like St. is can skell out approximately \$70,000 for seven perfort the second fully 11, 1935, it can't very well be claimed St. Louis doesn't like legit. When Will Rogers in 'Ah, Wilderness' can take \$120,000 out of Los Angeles in six weeks, as he did in the season of '34-35, the hunger for legit by the populace is quite eyident. As is also true—the case of Itelen Hayes, who drew \$38,000 in week of one-niters in the midwest, satting April 1, '35, and taking in stops in Memphis, Little Rock, Tulsa, Oklahoma City and Dallas.

The biggest figures seem to come from towns which dou't get much legit—and that is its own answer. Is it stars, or is it shows that the (Continued on page 95)

from towns which don't get much legit—and that is its own answer.

Is it stars, or is it shows that the

(Continued on page 66)

Of 'Borscht Circuit' Alumni

Salted Wounds

Flock of radio acts that appeared gratis at the demonstra-tion put on for the American Newspaper Publishers, conven-ing in New York last week, by King Features were probably mystified by the cold recepti that the newspapermen

'em. Publishers seemed to resent presence of the radio perform-ers. Many of the acts slipped in plugs for their air sponsors, and the publishers had just had statistics read to 'em. announc-ing that agai in '36 radio had out-gained newspapers in ad-income.

After 29. Folks Have No Marked Music Favorites?

Chlcago, April 27.

Only up to the age of 29 does the American public have any real pref-erences as to special types of dance musi After that, they don't par-ticularly care but are impressed by

iticularly care but are impressed by names.

In a survey taken among several hotel niteries the Music Corp. of America has discovered that up to the age of 23 these days there is an almost 100% demand for swing music and swing orchestras. It's got to be rusty-gate dance stuff or it's no go. From 23 to 29 years of age there is a distinct change for softer, gentler musi, with the preference going for such orchestras as Henry King, Guy Lombardo, Reisman, etc. As to acts on floor shows the universal favorite attraction and entertainment is the ballroom dance team.

youngsters from high school or col-

With vaudeville shot, more attention by professionals than ever turn to the N. Y. upstake camps and summer hotels, otherwise known as the borscht circuit. The summer spots have proved valuable training ground not only to players but also to authors and composers as well.

The latter groun includes Moss.

to authors and composers as well.

The latter group includes Moss.
Hart whose most recent stage hit is
the collaborative You Can't Take It
With You.' There are many others
who acted as social directors at the
Catskill hotels or counselors in
camps. Included are Arthur Kober
whose current Broadway ledy
hit, 'Having Wonderful Time,' is a
trailer for this type of summer
hotel; Lorenz Hart and Richard
Rodgers who were attached to a New
England camp, and Arthur Schwartz,
who was with a boys camp in Pennsylvania.

Among the so-called 'social direct

Among the so-called 'social directors' were Edward Eliscu, song-writer, who did the book for Frederika'; John Wexley, author of The Last Mile' Mortimer Offner who has screen-scripted for Kathar-Hepburn; Don. Hariman, a Paramount writer; Richard Maibaum of Metro; Walter G. Samuels, composer; Richard Mack, radio writer; Allen Boretz and Jack Murray whose 'Room Service' is being produced, and Harold Hecht, who has directed for the Marx Bros.

There are many more who were developed around the Catskill eamps and hotels; finding plenty of time to write or compose. Any number of actors, mostly comics, have made a practice of going into the borscht territory to visit, volunteer to entertain, and at the same time try out new gags.

Standouts among social directors. Among the so-called 'social direc-

new gags.
Standouts among social directors Standouts among social directors who have more recently made the grade are Mitton Berle and Henny Youngman of this season's m.c. crop. A. from that source which clicking in the night clubs is Oshin

Sheriffs Go Bingo-ing **But Make No Arrests** Till They Show Profit

atre men the bay region have been eagle-e ing bingo establishments in El Cerrito, Contra Costa county. Tor some time because of effect on show biz. Needing a test case for a clamp-down, Sheriff John Miller refered a raid on the swanky Hollywood Club, ignoring for the time the Jade and Cerrito Clubs.

time the Jade and Cerrito Clubs.

Last week an undersheriff and eight deputies swarmed into the elub with news photogs and reporters and sat down for a session. A photog won \$13.50, but no dice for John Law. After losing \$30 in feverish playing, sheriffs left sheepishly.

Next day their luck changed an with a series of wins for evidence, (Cominue in page 71)

Schulberg Washing Up Releasing Deal With Par; Flight From B's

Hollywood, April 27. Upon completion of the remaining three pictures on his eight-film skee for 1936-37 Paramount release. Schulberg ill seek another major outlet for his product. Producer has delivered four films with one, 'The Great Gambini,' washi is

week.
Collapse of new between
Schulberg and Par is ascribed to
former's unwillingness to assume a
combination slate of A and B pix,
and his determination to make 'fewer and more distinguished pictures'
in any new setup.

In a statement Schulberg declared,

in any new setup.

In a statement Schulberg declared,
With the market trend away from
so-called B pictures, and toward exclusively A product, we are desircus of making fewer and more distinguished pictures in the future.
Under our Paramount contract we
were required to produce four A and
four B pictures.

In the future we will direct our
efforts to the making of A product
alone. We have this year developed
Edward Arnold into a positive A
character, star, occupying the position formerly held by George Artissand Charles Laughton. We have
brought out John Trent, who has
been hailed as a new important star.
We are about to launch Miss Orien
Hayward who, we predict, will be a
new star.

With these players as a nucleus

We are about to launch Miss Orien Hayward who, we predict, will be a new star.

With these players as a nucleus and with other important players we now have completed, we believe we can perfect a small but imposing program of pictures comparable to the best A product in the industry.

Schulberg is talking a new setup with several majors, including United Artists. He started his present contract last July. Final trio of, flims, expected to be completed by July, are 'Let's Talk of Love,' featuring Ann Dvorak and John Trent, starting May 3; 'Stranger Than Fiction,' to be directed by Erle Kenton, starting May 10, and 'Bonanza,' starring Edward Arnold, to start as soon as Arnold completes his chore in 'Easy Living' at Paramount.

FIRST PIX-RADIO MEET SET FOR THURS. (29)

Before he renders his ophilons as to radio competition against theatres when film material is presented, as chairman of the radio committee of the Motion Picture Theatre Owners of America, Walter Vincent wants to listen to the other members of the committee to determine their ideas. Then he will present his views. He is doing this as chairman because he doesn't want to sway any of the other members.

Vincent has set tomorrow afternoon (Thursday) for the first meeting of the committee and while considered to be opposed to airing of film material and appearance of players, in advance he isn't tipping his mitt.

Suit Alleges Chaplin Infringed Clair's Pic

Charles Chapli is accused of irating a considerable part of the plot, scenes, sequences and even characters of his last picture. Modern Times, in a sult brought Thursday (22) i N. Y. supreme court. The plaintiff is the French producing firm, Films Sonores Tobis, S. A., which seeks a permanent injunction against further showing of the Chaplin picture and the profits thus farms. It is not to the defendants are the Charles Chaplin, Film Corp. and United Artists Corp.

French Tobis alleges that Rene Clair, one of its directors, had written and produced a picture in 1931 entitled 'A. Nous La Liberte' and that, under the French law, it had exclusive rights to it for seven years. It alleges that in some way Chaplin obtained a copy of the script and after careful study of it he proceeded to make 'Modern Times.' Besides claiming the theft of many parts of its picture, the plaintiff particularly alleges the conveying bettseen one of the chief, sequences in the Chaplin film, was lifted from the French picture.

FRENCH CASINO FILM **SERIES IN NEGOTIATION**

when Darryl Zanuck made 'Folieseries. When Darryl Zanuck made 'Foliesergeres' for United Artists (Chevalier) some years ago, the French Casino got a taste of film coi in that it owned the 'FB' title at the time, via Clifford C. Fischer.

MIDNIGHT AIR **SHOW TOPS** OFF FILM

Cedar Rapi , April 27.
East Iowa Song Fest, a new regional sustainer over Iowa stations every Saturday night from 11:30 to 12:30, is originating in the Paramount theatre, Cedar Rapids. Includes Frank Voelker, blind organist, a community sing conducted by Doug Grant, Bill Brown and his inquiring microphone; Bob Leeters minstrel show, and Bert Packett, emcee.

emece.

Program has been on the air three weeks and an estimated crowd of 2,500 have seen the performance to date. In order to be assured of a seat, people are attending the second film show to be there when radio program goes on the air.

SKATER AND FENCER SET TO GO H'WOOD

Detroit, April 27.
Ted Harper, local amateur figureskater, has left for Hollywood to
appear in ice carnival and later in
a flicker, following deal with Hugo
Quist, Sonja Henie's manager. Harper, who paired with Helen Barrett in the national championships
in Chicago this winter, was on program with Miss Henie during her
ecent appearance here.
Joanna de Tuscan, national fening champ, also turned pro last week
with endorsement of Camel ciggies,
and is mulling two film contracts.
Mrs. de Tuscan, wife of a coach at
Wayne University here, was voted
the most beautiful member of the
1936 United States Olympic squad.

Korda Wins 'Catherine' Infringement Action

Infringement Action
London, April 27.
Alexander Korda got a judgment
in his favor in the suit alleging infringement of copyright on 'Catherine the Great.' He had been in
court for 14 days defending himself,
with the verdict handed down yesterday (26).
Plaintiffs were Mme. Denise Poznanski, administrator of the estate of
her late husband, Alfred Savoir, and
Frank and Virginia Vertion, who did
an English adaptation of the Savoir
play.'La Petite 'Catherine,' which
Korda was alleged to have infringed
in his film, which Elisabeth Bergner
made. Korda's defense was based on
historical facts making the background of the play and film possibground of the play and film possib-

Agnes' Ayres' Comeback

Hollywood, April 27.
Agnes: Ayres, star of silent pictures, draws femme lead in first of
a series of six shorts featuring Edgar
Kennedy, to be produced for RKO
by Bert Kilroy. Les Goodwin di-

rects.
Kilroy is committed to make 36 shorts for Radio for the 1937-38 program.

PAR KEEPS EVELYN BRENT

Hollywood, April 27.
Evelyn Brent remains at Paramount for her second picture, 'The Last Train from Madrid.'

Actress washed up last week in King of Gamblers.'



OSWALD

Newark Ledger: "Ken Murray and Oswald (Tony Labriola) are back, this time with a more prominent part in the program for the 'Oh, Yeah' man . The program has many marks of becoming a good-sized replacement for the yawning space left by Burns and Allen."

WILLIAM MORRIS AGENCY

PAR SETS TWO FOR ROADSHOW

Hollywood, April 27. ing a preview by Adolph Zukor, Neil F. Agnew and William LeBaron last week, it was decided

LeBaron last week, it was decided to roadshow 'Souls at Sea' and 'High, Wide and Handsome,' Souls,' with three weeks of work due yet, and with cast topped by Gary Cooper, George Raft and Frances Dee, goes out on the two-aday policy in June, and the musical 'Handsome,' starring Irene Dunne, gets special release in July,

Make Way for Tomorrow is opening early in May in four or five key
run houses on extended engagements
prior to general release, one of these
dates being the Criterion, N. Y.
Also to go into the Criterion on a
two-a-day policy, may be Par's
Souls at Sea, not yet completed, at
a \$2 top.
Par exchanges are taking no bookings on. Make Way' until it is seen
what the picture does in the run
engagements at pop prices.

DICKSTEIN PERSISTS: ALTERNATE PROPOSAL

Washington, April 27.

Washington, April 27.
With two government agencies preparing data, Representative Samuel
Dickstein is readying another alien
actor bill for introduction in Congress before adjournment. Measure
is expected to remain on ice until
next winter, in view of the recent
knifing of his previous proposals,
While details have not been set,
the new ban measure will be more
or less like the revised reciprocalquota bill, which was killed by a
substantial majority a month ago.
Will retain the idea that foreign
countries which discriminate against.
American talent should not be allowed to send their actors, musicians,
and dancers over here.

Morrisons Divorcing: Quitting Selznick Co.

Hollywood, April 27.
Charlie Morrison has checked out as talent scout for Selznick International, and simultaneously was faced by a divorce suit being filed by his wife. Elsie, in Reno.
Couple were married 11 years ago, when Morrison was a vaudeville agent. They have a daughter, 7.

RKO Sets Six Scribes

RKO Sets Six Scribes
Hollywood, April 27.
George Beck and Edmund Joseph
are screenplaying 'She's Got That
Swing' at RKO. Edward Dean and
William Watson are scripting 'An
Apple a Day' at the studio, while
Maxwell Shane and John Grey have
been assigned to the screenplay of
'A Riddle of the 40 Naughty Girls.'
P. J. Wolfson will produce 'Swing'
and 'Apple.'

Bernie-Parsons-Winchell Radio Programs' Buildup for 'Wake Up'

Joe Armer,
Emanuel Cohen.
Ricardo Cortez.
George Dembow,
Jack Durant.
Rose Franken.
Elliott Gibbons. J. R. Grainger Anne Green. Anne Green.
Sandor Incze.
Carl Laemmle, Ji
Collette Lyons.
Leo McCarey.
J. J. Milstein.
Charles Munroe.
Charles Pritzker. Phil Reisman. Herman Robbins. Tommy Rockwell, Merle Tottenham, A. P. Waxman, Loretta Young.

ARRIVALS

Harry M. Warner, Bernhard Gardner, H. J. O. Barton, Oliver Edel, A Morini, Lucien Brule, Don George Rachel Hartzell, Sam E. Morris, Joseph, Rufus Le Maire, Richard Barthelmann, Richard Rechtelmann, Richard Rechtelmann,

Programs' Buildup for Wake Up

ZANUCK GETTING TASTE
OF RADIO GUEST GAG

Wake Up and Live' (20th-Fox)

Correlation of the Condens of the Conde

Hays Defers Coast Trip

ress of new business is delaying Will Hays' intended jaunt to the Coast.

Now looks as though the head of the Motion Picture Producers & Distributors', Association will wait until the last of next month or early June, which will make, it his custom summer trek to Hollywood.

N. Y. to L. A.

Emanuel. Cohen.
Gabriel Dell.
W. S. Van Dyke.
Bernard Gorey,
Huntz Hall.
Gally Halop.
Bobby Jordan.
Andre Kostelanetz.
Rufus LeMaire.
Grace Moore.
Herbert Norgan.
Donald Novis.
Bernard Punsley.

CRACKDOWN ON P

Korda Due in U. S. for Showdown With UA; Par Interested Meantime

April 27.

Paramount will cooperate with
Alexander Korda in producing Lawrence of Arabia and also will distribute the film when it is comneted.

rence of, Arabia and also will disribute the film when it is completed.

Meantime, Korda is slated to tomorrow (Wed.) for the States to talk
turkey with United Artists. The U.A.
shareholders meeting is some time
in May. It is understood Korda will
sak U.A. to contribute finances towards his productions, and should
U.A. meet this demand, the Prudential Assurance Co. of London,
Korda's local backers, will assume
the balance 50% financing.
Korda's contract with United Artists, it is held, calls for his making
20 films, ine of which have been
made already.

In the event Korda cannot reach a
satisfactory arrangement with United
ritist on the money question, he is
understood to be ready to consider
a new distributing alliance. With
Paramount set to distribute Lawdence of Arabi for Korda the
chances are that Korda might be
heading towards Par altogether.
(Continued on page 70)

KENT, RUBIN SITTING IN ON G-B PALAVER

London, April 27.

Sidney R. Kent, president of 20th Century-Fox, is understood to be having daily conferences with all interested parties in the Gaumont-British deal, with J. Robert Rubin, Metro's general counsel, from the tates, also sitting in. The outlook is that some sort of deal may eventuate almost any time.

So far as can be observed the most likely deal which may occur is one whereby British interests, possibly John Maxwell (BIP), may acquire the present GB shares which are held by 20th Century-Fox and I'elro. Maxwell's offer is understood to be at \$7,000,000-\$8,000,000. It is no secret in the trade that 20th Century-Fox would dispose of its GB shares for a reasonable figure.

Maxwell's ofter no doubt envisions

figure.

Maxwell's offer no doubt envisions the possi illities of a product deal for American films from Metro and 20th Century-Fox as part of the proposed arrangement, but whether this can be had is another thing.

If the deal is made at all it is likely to be minus any franchise arrangement, from the present outlook, but this isn't official:

LeMaire Back to Coast. Arliss May Return Here

Rufus LeMaire got in Monday (26) from London and fish back to Hollywood yesterday. He went over to huddle with George Arliss, whom he manages personally.

English star has one more to make for Gaumoul-British and then may return to Hollywood for a picture America despite a previously avowed intention to confine his professional activities his native heath.

Arthur A. Lee Sailing

Arthur A. Lee, head of the American end of Gaumont-British, accompanied by his family, sale for London May 5. Lee will be in England for the Coronation but while abroad is expected to contab with GB home office exects regarding their mutual interests. Lee is expected to return from London in June.

Morris Back in the U.S. H. M. Warner, president of Warner letures, Inc., Joseph Bernhard, general manager of WB theatres, and Sam Morris, vice president of WB pictures in charge of foreign distribution, returned from Europe, Monday (28). Party visited Warner studios in Teddington, England, and included France, Italy and Scandinavi literary.

Warner ros, prexy, and, Morris were absent from U. S. for seven weeks, Bernhard Joining party about a month ago.

a month ago.

H. M. Warner, Bernhard.

a month ago.

London, April 20.

Joseph Bernhard, Warners theatre chief, in company with Harry M. Warner, has been busily looking over West End theatre properties during his visit culimating tomorrow (Wed.). Warners at present have no London shop indow, relying on what dates they get in G-B halls, or at Associated British's Regal, or elsewhere, and are anxious to close adeal which would give them an outlet comparable with that enjoyed by Metro, Par, United Artists and major domestic units.

Unless they ca: close a ceal for a legit house, there are few properties for them to choose from. They might, course, be interested in a tentative promotion.

1ST QUARTER '37 TOP B.O. SINCE **DEPRESH**

Washi , April 27.

Amusement tax revenues for first quarter of 1937 touched highest level since early in the depression, auguring near-record year for the film business. Treasury report on March collections Friday (23) redected \$400,000 pick-up over initial three months of 1936 and \$700,000 rise over same portion of 1935.

Winter slump came to an end in February, figures showed. March payments to the government, based on prior month's wicket business, were \$1,539,408. up \$66,056 in a month and \$284,015 higher than previous year. This was the first advance since December, and compared with drops of \$32,324 aud \$688,908 i receding stanzas.

Balaban Sails Today On 1st Foreign Par 0.0

Barney Balaban, president of Paramount, sails today (Wed.) for London, on his first foreign trip since he assumed the helm of Par. Balaban will meet John W. Hicks, Jr. Par's foreign chi, white abroad and will take a look into the companys foreign situation.
Balaban will return from abroad in time for the company's sales convention, in Los Angeles, June 13. Hicks has been abroad for several weeks making his customary survey

weeks making his customary survey of conditions. Likelihood Balabau fold hand Hicks will return to the tales \$2,000,000

CAPITAL RIFE WITH REPORTS

Dept. of Justice on One Hand and Administration Leaders Congress on the Other in Anti-Pix In-Pix Industry Moves

MUCH PROBING

Washington, April
Unyerified and unverifiable reports that a flock of anti-trust actions against the film industry are in early prospect were inspired here last week by remarks on the Coast by Asst. U. S.
Joseph B. Keenan.
With Justice: Department excess adhering to traditional policy of silence, there was no possible confirmation of hints that the Government is on the verge of starting any crusade against the motion picture industry. The only statement is a general denial from Atty.
Homer S. Cummings that a general denial from Atty.
Homer S. Cummings that a general denial from Atty.
Homer S. Cummings that a general denial from Atty.
Homer S. Cummings that a general denial from Atty.
Homer S. Cummings that a general denial from Atty.
Homer S. Cummings that a general denial from Atty.
Homer S. Cummings that a general denial from Specific Situations or give any ciue whether last week's gensational action against the Aluminum Co. is the forerunner of a new crackdown campaign.
The Keenan remark that 'the time is past when civil injunctive processes of the court can be invoked' was construed as conclusive proof that criminal prosecutions are inevitable, although there were no clues about where developments are likely to occur. Justice people would say nothing except that complaints from independent exhibitors still are under way.
A good part of the West Coast activity, with special agents interviewing exhibitors, is believed to have political inspiration. At least one influential Senator is said to be interested in bringing about some prosecutions, which may have ramifications elsewhere.
Recent visit of District Attorney Pierson Hall of Los Angeles is not related to the film situation, although his office has been dragged into the indle-major war. While Hall may be called upon to take results of inquiries before the grand jury at some future time, chances are Washington will designate special counsel to handle any film cases which develop.

Is the Department of Justice about (Continued on page 54)

U. S. Sup. Court Decision Stunning Setback to Fox Bankruptcy Snarl

MPTOA Places It in Laps of the Distribs

In the April issued by the Motion Picture Theatre Owners of America, responsility for federal legislation regulating the motion picture industry is placed right in the lap of distributors. Commenting on failure of istributors to cooperate with theatre owners in establishing local boards of concilitation of industry disputes, the bulletin says: "Can it be that the distributors prefer to fight it out in court and invite federal and state regulation of commercial practices in distribution and exhibition by statute and commissions? If this is true their present policy in this matter should get the desired results. We seem to be on the verge of a lot of spectacular anti-trus suits, and exasperated, and disgruntled exhibitors, with nowhere within the Industry to get their grievances and complaints heard and adjusted, are bound where within the industry to get their grievances and complaints heard and adjusted, are bound to turn to their legislatures and to congress for relief. It may not be very smart, but it is in-evitable, nd the exhibitor can-hardly be blamed under hardly be bla

RAMISH'S BEEF TO U.S. OVER HAWAII

Hollywood, April 27. Ramish leaving for Ramish leaving for Washington to lay before the Department of Justice charges of monopolistic practices against the major distributors, which assertedly refuse to furnish product for subsequent runs in Hawaii, serviced by Franklin Theatrical Enterprises of which is head. UA is only major distrib exempted in the complaint.

In addition to operating its own houses in the islands, Franklin out-fit distributes films subsein distributes films quents on various vicinity.

Assets of All Conti sonal holding com of Willi Fox, fil ioneer, were tied up Monday (26) when U. S. Supreme Court

day (26) when U. S. Supreme Court upheld injunction, bars company officials froi roceeding with suit to gain control of \$500,000 worth of securities in the hands of a Philadelphia brokerage house. Reversing the Third Circuit Court of Appeals, final tribunal upheld contentions of iram Steelman, trustee in bankruptcy for the Fox estate, that all Continent was bound by a restrainer handed down by the New Jersey federal court several months ago. The injunction keeps matters in statu guo until Steelman has a chance to proceed with examination of snarled Fox finances and to press suits in New Jersey state. (Continued on page 24)

Renowned Artists' Labor Story Yen; UA's Name Similarity Nix

Hollywood, April 27.

Hollywood, April 27.

Deal of Renowned Artists for the Republic studio looks off. Lester Cowan-John Ford-Ronald Colman-Tay Garnett Group is now hemming and hawing between taking space at either United Artists or Selznick International, the old Pathe lot at Culver City.

United Artists, their most likely release, doesn't take kindly to the Renowned Artists billing and th talk is R. A. would have to change to some other name if it expects U. A. to play ball.

Renowned Artists, figuring the Supreme Court's upholding of the Wagner Act and the persistent from page play labor news has been getting for months has made the subject streffic, is in the market for a labor story that can be made into an A picture.

Cowdin in Frisco on U Com Biz: Reports on Erpi, Eastman et Al.

Universal the boar ictures Corp., has been here these past few days on financial matters concerning ĺυ.

Hollywood, April 27.
Reports anent W. R. Sheehan comiversal production iirg around, includi

\$2,000,000 ban roll from Sheehan

In the Coronation but while abroad is expected to contab with GB home office exest regarding their mutual interests.

Lee is expected to return from London in June.

WALLIS' MOTOR VACASH
Hal Wallis, accompanied by Mrs. Wallis (Louise Fazenda), goes abroad the end of May.

Hall's will make a tour of Europe by motor.

Agnew's Quickie Hula

Agnew's Quickie Hula

Agnew's Quickie Hula

Hollywood. April 27.

Hollywood April 27.

Hollywood April 27.

Hollywood April 27.

He wants to get some sunstine and rest under his belt before the par, sales convention gels under way.

Hollywood April 27.

Hollywood April 27.

He wants to get some sunstine and rest under his belt before the par, sales convention gels under way.

Hollywood April 27.

Hollywood April 27.

He wants to get some sunstine and rest under his belt before the par, sales convention gels under way.

Hollywood April 27.

Hollywood April 27.

He wants to get some sunstine has been that Hope Hampton, wife by during Cowdin's recent European by Julies Brulatour, Eastman exec.

spent several days on the U lot last week having cameraman Joe Valen-tine shooting tests of her. Miss Hampton's last screen work was in 1926, in silents, when she made Lover's Island and Unfair Sex. leased by Associated Exhibitors.

CANTY LOOKS SET AS U'S FOREIGN CHIEFTAIN

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Greater N. Y. Theatre Personnel Being Organized for Unionization Harriet Hillard has the lead opposite Gene Raymond in RKO's which will embrace the S. E. has promised that their charter s which will embrace the sin the drive of will arrive before that time. They mill Harriet Hillard has the lead opposite Gene Raymond in RKO's controlled by the controlled by the

Locals which will embrace the workers in theatres in the drive of the International Alliance of Theatrical Stage Employees to unionize from top to bottom as well as in other fields, including exchanges, will be set up, under present plans, in all cities in the country and in each borough in a situation such as Greater New York. While steps have not advanced to the point where exchange workers. No attempt was made to line clerical help to the first city where exchange workers. No attempt was made to line clerical help to the first city where act betup is known, it is very probable, according to high union sources, that for the various theatre workers more than one ill be rganized.

workers more than one ill be organized.

Because of the fact that it is not regarded as practical to include managers and porters in the same local, the employees will probably be segregated according to duties, but not to the point where foot flocals would be necessary.

There is a union in existence now known as the Managers' & Publicity Men's. Union. It is headed by Ted Mitchell and Jack McCarron and has a charter of its own from the American Federation of Labor. In view of the fact that this union has justication over managers, assistants. of the fact that this union has juris-diction over managers, assistants, publicity men, etc., organization moves will probably be made through it, with the I. A. absorbing the charter that was issued by the A.F. of L. Managers' and Publicity Men's Union is declared to be both willing and glad to swing into the

A. group.
While theatre treasurers, box ofmight be spotted as members with this group, ushers, doormen, ticket-takers, porters, maids, matrons and others would be separately/union-

Managers and P. .

Managers and P.

The Managers' and Publicity Men's union held a meeting Friday night (23) to discuss organizational moves in line with the proposed I. A. drive to unionize theatres and other branches 100%. This union is recognized by the I. A. as entirely bona did, while 'the recently projected Theatrical Business Representatives' Guild has no known affiliations though reportedly hoping to get a C.I.O. charter. Its chances are regarded dibiously. The TBRG is headed by Hal Oliver, former picture press agent, recently with Warner Bros.

So far the I. A. has not set on its

So far the I. A. has not set on its organizers, which will include the strength of executives associated with it, or its leading locals such as with it, or its leading locals such as operators and stage hands, but may also take in outside labor men who are now not aligned with the I. A. Jim Brenman of Theatrical Protective Union, No. 1, N. Y., who is also a v. p. of the I. A., is reported the choice to direct the organizing campaign in the east. Other I. A. v. p.'s from various territories may also be chosen to head campaigns in their respective domains. Joseph D. Basson, president of Local 306, N. Y. (operators), who is directing the drive to organize the film exchances, very likely will figure in the drive to take i theatres and other branches.

To date Basson has obtained sup-tof around 50% of the exchange with the superson of the exchange with the superson of the exchange management of the exchange with the superson of the exchange my to 306 headquarters in groups to pledge their allegiance and member-ship when the time comes for for-mation of a local and setting of dues. No name for the local has been de-termined pending the work of get it, workers to sign up for forma-tion of a union nor have details as to dues been considered. To date Basson has obtained sup-

Philly Organizes

Philly Organizes
Philadelphia,
Q.t. organization of film exchange employes, which has been going on here for past five weeks, busted wide open last Friday night with a meeting of about 200 prospective members in the Broadwood hotel. Initiation fees of \$1 were paid by 110 tation fees of \$1 were paid by 110 temployes at that time. Since then another 50 have forked over their bucks and practically all the remainder of the city's 240 eligible members have stende to join up. Managers of Philly's eight major and five indie exchanges admit that their employes are now practically 100% unionized. Inasmuch as the join has as yet made no demands on them, they have put up no battle. The group will hold another meeting at the Broadwood this Friday night when they will elect officers and name committees. The I. A. T.

be encroaching on grounds of another A. F. L. union.

rganization was accomplished by Philadelphia Moving Picture Machine Operators' Union, Local 307. Horace Johns, biz manager, had a hand in it, but heavy work was done by Harry Cohen under guidance of Louis Krouse, assistant to the prez of I. A. Cohen is projectionist at Warner ros. new Center. He talked to the employes, distributed applications, collected itiation fees. He has also conferred with manager of each 'exchange.

Cohen said no contract negotiations will begin with employers for at least 30 days. He declared any demands which organizers of the union have in mind are still nebulous, but will be definitely worked out immediately following the organization meeting Friday.

And in St. Louis

And in St. Louis
St. Louis, April 27.
rive to enlist all unorganized employes in St. Louis theatres in Theatrical Employes' Union Local No. 2
was launched Thursday (22) by John Nick, first international v. p. of IATSE and Motion Picture Machine Operators following meeting in Chi-cago at which George E. Browne, in-

cago at which George E. Browne, in-ternational pres., appointed Nick or-Banizer in Iocal territory.

New union which will sign ticket sellers, doormen, ushers, pages, stage attendants, porters, janitors, etc, and with another new local the Film Ex-change Employes, last week were ad-mitted to membership of IATSE. Nick estimated two new locals will have total membership of 600 and notices were sent out Friday (23) to managers of local theatres citing fact that employes must join new union.

managers of rocal measurements that employes must join new union. Nick pointed out that two new unions, with IATSE and MPMO unions, all affiliated with AFL, gives latter body its first vertical union since split between William Green of AFL and John L. Lewis, pres. of United Mine Workers of America and head of CIO.

Salt Lake Also

Salt Lake City, April 27.
Organization of local film exchange workers under a charter of the International Alliance of Theatrical Stage Employes and Motion Picture Operators started this week.
George W. Brayfield of Denver, representative of the International union, and Paul M. Peterson, president of the State Labor Federation, handled the drive.
Request for a charter will be made some time next week. Brayfield also will make a tour of state to enroll employes.

SWARTHOUT, BOLES IN MADAME BUTTERFLY

ladys, Swarthout and John Boles have been set as the singing leads in Madame Butterfly' at Paramount. Benjamin Glazer will produce but the director has not been selected. Writers ill be put to work immediately to work up a script from the John Luther Long story, the David Belasco play and Giacomo Puccini's operas.

Harriet Hilliard Draws Lead in RKO's 'Latchkey'

Hollywood, April 27. Harriet Hilliard has the lead of

REPUBLIC NO. 8 SALES CONV IN L. A.

Hollywood, April 27.
ighth film company to designate
Los Angeles for its annual sales convention this year is Republic, which
opens a, three-day session June 1.
Other sales powwows set for herefollow: Metro, May 2-8; Grand National, May 16-19; 20th-Fox, May 31June 3; RKO, June 7-10; GaumontBritish (western div). June 7-9;
Paramount, June 10-13; Universal,
June 17-22.
All major conventions excepting
Columbia have-now been set:
After two weeks of product conferences here, with Charles
Rogers, James 28. Grainger, Universal sales chief, trained to New York
to return in two weeks, prior to Us

to return in two weeks, prior to US annual sales convention. Grainger and Rogers are reported in full ac-cord on Us production plans for the ew season. Ed Peskay, general sales chief, and

Ed Finney, in charge of advertising publicity for Grand National Pictures, are here to complete arrange ments for GN's annual sales conven opening May 16.

14-Car Special for 247 MGMites' First Coast Conv. in 10 Yrs.; May 2

Special 14-car train to pick up 247 members of first Metro-Goldwyn-Mayer convention to be held on Coast in 10 years, will leave N. Y. Thursday (29) and have delegates in Los Angeles on morning of May 2. first day of confab.

Convention is in hands of J. F. McCloud and all home office executes, foreign representatives, salesmen and head booker and office manager from each branch will attend. Among those listed are Col. Ed Schiller, Joe Vogel, Tom Connors, L. K. Siden, William R. Ferguson, Al Lichtman, William F. Rogers and E. M. Saunders.

Metro is sending all of its field pa.'s to company's annual sales con-

Metro is sending all of its field pa.'s to company's annual sales convention. It's the first time Metro has herded up its hinterland hurrahers and cuffied 'em to such a set-to. Incidentally, an all-time high number of pa.'s are now waving the Metro banner, there being at present count 35 dotted throughout the country. From N. Y. GHQ have gone also Howard Dietz, Herb Morgan, Si Seadler and Eddie Carrier.

Selznick, March Talk Deal on 'Star' Encore

Hollywood, April 27.
David O. Selznick is talking with Fredric March regarding, another film.
Negotiations result from 'A Star Is Born,' United Artists in 'N. Y. iring Selznick, asking for more pictures with March in light comedy

Young on '52d St.'

A COMING ON SECTION APRIL 27.
Walter Wanger has signed Harold Young to direct torthcoming nitery opus 52d Street.
Newly signatured boss hopped east April 26, accompanied by Danny Dare, dance director, to pick up boite bett atmosphere.
Ella Logan has been signatured for same pic.

PHYLLIS BROOKS LAUNCHED

PHYLLIS BRUUKS LAUNUMELD
Hollywood, April 27.
irst role for Phyllis Brooks under
her Warner contract will be the
ingenue part in 'Armored Taxi,'
featuring Robert Kent and Rochelle

Hudson.

Miss Brooks, signatured to a terr contract while appearing in th Broadway legit, 'Stage Door,' ar rived on the Coast week ago.

20th-Fox's World-Wide Org. Will Attend Sales Conv. in L. A. May 31

Because 20th Century-Fox theatre holding corporations and subsidiaries, as well as the overseas organization, Educational Pictures and Fox newsreel will be represented, the annual sales confab in Los Angeles, starting May 31, will be attended by almost twice as many delegates as were at the Chicago convention last year. Meeting not only will have largest delegation of salesmen but also will have every unit together at the Coast meeting for the first time.

Sidney R. Kent, Felix Jenkins, W. C. Michel, Sidney Towell and Spyros Skouras will head the home office delegation while Coast execs will sinclude Joseph M. Schenck, Darryl Zanuck, William Goetz, Col. Jason Joy and Sol M. Wurtzel. Delegates will come from Australi, Far East and parts of South America and Central America.

Special trai pulls out of Grand-Central at noon May 26. reaching Because 20th Century-Fox theatre

Central America.

Special trai pulls out of Grand
Central at noon May 26, reaching
L. A. May 30. Business sessions continue for four days.

Paris, April 27.

Annual sales meeting of British and European units of 20th Century-Fox opens here tomorrow (28) with Sidney R. Kent, president, in attandance and principal species. Sidney R. Kent, president, in at-tendânce and principal speaker at Friday's session and the banquet Saturday night. F. L. Harley, man-aging director for British Isles; and Ben Miggins, sales chief for Europe, will preside at divisional sessions while joint meetings will be directed by Walter Hutchinson, foreign sales hoss.

by Walter Hutchinson, foreign sales boss.
Production side of 20th-Fox operations will be given by Col. Jason Joy, who is to bring a personal message from Darryl F. Zanuck British producing subsid, New World Pictures, Ltd., will be represented by Robert T. Kane. Miggine will head the Paris delegation while R. A. Kreier heads the group from the Berlin office. Spain will be represented by Ull appear in behalf of the Baltic States, while Near East branch managers scheduled to attend include L. Glordiano, Alexandri, H. Gabbay, Bagdad; L. Louloudopoulo, Sofia, and R. Nowotny, Istanbul.

London, April 27 idney Kent and Bob Kane I here yesterday (26) to attend 20th-Fox convention in Paris,

Warnerites Head East For Sales Meet May 10

Hollywood, April 27.

Jack L. Warner sailed Sunday for New York, via the canal, to attend the annual Warner sales convention opening May 10 at the Waldorf-

Astoria.

Edward Selzer, studio publicity, head, trains from here (30) for a week of preliminary confabs with S. Charles Einfeld and Gradwell Sears before conference opens. H. (Jack) Brower, western district sales Clack) Brower, vestern district sales manager for company, is already in New York, ith W. E. Calloway, Los Angeles branch manager and local salesman, pulling out around May 5 for the confab.

Put Up Your Dukes

Hollywood, April 27.

Screen play Fight for Your Lady at RKO will be prepared by Gertrude Purcell.

Al Lewis will produce, with Herbert Marshall in top spot.

Dennie Moore Starts

Hollywood, April 27.

Dennie Moore, comedienne in Hitch Your Wagon, current New York musical, is flying to the Coast this week to start her Paramount ticket.

She gets a featured role i

'Stranger' for Kenton

Hollywood, April 27.
rle C. Kenton will direct 'StranThan Fiction' for B. P. Schulger Than Ficuo... berg. Production starts May 15.

Kohn Fixes 'Gentleman'

Hollywood, April 27.

Ben Grauman Kohn is scripting Synthetic Gentleman, from a novel by Channing Follock.

Trem Carr will produce for Universal release.

AMPA DISPLAY OF BEST AD **STUFF**

Selections of best advertising and exploitation efforts of the various film distributors are on exhi ition this week under auspices of the Associated Motion Picture Advertisers on the second floor of Loew's State theatre building. Prizes for the outstanding examples of ballyhoo will be awarded at the annual AMPA dinner to be held on Saturday (1) at the Hotel New Yorker.

Vincent Trotta, of Paramount's art department, and Hap Hadley head the committee on the exhi ition, which is the best display of assembled industry advertising that has been shown since the awards were established. Display is free and open from noon to 8 p.m. daily, boys from the various advertising departments alternating as greeters.

Metro leads in the quantity of posters; lobby displays, and special stunts on exhibit. RKO-Radio displays the Leon Bamberger directly-mail pieces, which won a national award recently among mail order houses in Chicago. Paramount, Universal and Warner Bros. show some of the season's best 24-sheet posters which are rigged on wires for easy handling. Columbia has concentrated on the exploitation material assembled for The Lost Horizon. Committee on selection of the best advertisement to the public consists of H. B. LaQuatte, president, New York Advertising Club; Henry R. Luce, Time, Life and Fortune; J. Cunningham, of Newell-Emmett Co; Karl Egge, advertising manager of Bloomingdel's; G. Bacheller, Frank Presbrey Co; Howard Black, Life; Lester Thompson, Hays office; and Fulton Oursler, Liberty.

Exhibition will continue until Saturday (1).

Major Studios' Kick Causes H'wood C.C. To Drop Talent Hunt

Opposition from the major film studios has caused the Hollywood junior chamber of commerce to abandon its proposed national pic-ture talent hunt in connection with a Mardi Grae Mardi Gras.

a Mardi Gras.
Studios reneged on idea to offer film tests and contracts contest winners after Hollywood finals in the Fall. Indies would go for plan, but C. of C. killed the idea.

Goldstein Back at Rep.

Hollywood, April 27.

H. Goldstein, general studiomanager at Republic, trained in
after brief stay in New York. He
was accompanied west by Al Adms,
eastern publicity director, whose
rip is for studio contact purposes.
Republic does not contemplate
establishing Coast studio publicity
offices; Goldstein said, to take place
of that dropped several weeks ago.
J. J. Milstein, company's general
sales manager, is returning east i
couple of days; after spending week
here conferring. ith Prexy H.
Yates on forthcoming product. Hollywood, April 27.

'Angle's' In and Out

Hollywood, nolds goes

Craig Reynolds goes
Shooter' at Warners, replaci
Purcell, who bowed out.
Purcell will do a personal appearance in San Francisco before going
into studio's 'Alcatraz.'

CLARA BOW'S PERSONAL

Denver, April 26.

Rex Denver, April 26.

Rex and Clara Bow booked for early appearances at the Center theatre here, as is Polly Moran.

Nick Grinde Loaned Rep.

Hollywood, April 27.

Republic has borrowed Nie Grinde from Warners to direct The Reductant Bachelor.

Film, with Colbert Clark supervising, will go before the cameras within a short time.

PIC CRAFTS' STRIKE TAI

Now It's Diagonal Unionization As Compromise Between A.F.L. and C.I.O.; Pix Biz the Gunea Pig?

Washington, April 27.

Signs poi Hugh Johnson being site to as a strong man with the big site to settle disputes between control to the settle disputes between the settle disputes between the settle with the form of the would be vested with any such authority as he possessed under the oil code workings remains to be seen, but recent indications point to his being named as possible peace in the settle sett Washington, April 27.

is that craft unions now prethe CIO is now striving to get some sort of foothold with its vertical

sort of foothold with its vertical unionism.
Should the diagonal type of unionism be made an actuality, leaders here believe it would represent a remarkable piece of progress.
Enthusiasm for Johnson is based on belief that he would be impartial both to labor and capital. In his dealings under the NRA, the unions looked on him as their champion. Subsequent to the folding of the Blue Eagle set-up, captains of industry have been inclined to view him as reverting more toward the other side of the fence. Hence, he has supporters in both camps.

FRED STONE CHECKS IN AT RKO THIS WK.

Hollywood, April 27.

Hollywood, April 27.
Fred Slone, after six months on
the sick list goes back on the RKO
lot Thursday (29) in 'House in the
Country' ith Helen Broderick.
Stone visited the lot last week for
the first time since he knocked himself out doing his old vaude act for
the Victoriule Rodeo last fall.
Cliff Reid is producing 'House.'

Lombard's 'Confession'

Hollywood, April 27.

"True Confession," from an original in French, will be Carole Lombard's next starring vehicle at Paramount.
Albert Lewin will produce.

Albert Lewin will produce.

Lewin also is currently preparing
for immediate camera work on
Gettysburg, which C. Gardner Sulliis adapting, with Clifford Odets
doing the screenplay and dialog.

Wesley Ruggles will direct Confession. Claude Binyon currently is
scripti

Sedgwick's Quartet

Edward Sedgwick has been signed to direct four more pictures starring. Joe E. Brown for David Loew. Comic has one more film to deliver for current RKO release and three more to go over, to the new year.

Hopkins' RKO Finale
Hollywood, April 27.
Miriam Hopkins, who has a twopicture deal with RKO, will wind
up the contract by playing the top
role in 'She Married for Money.'
Cliff Reid will produce and Dudichols will write the script.

That's 1 Slant on It

Hollywood, April 27.
Figuring that a Hollywood studio at its maddest would be a life of peace and quiet compared to what she went through as the bride of late Congressman Marion A. Zioncheck, Rubye Nix ioncheck is in town being tested for parts.
Selznick's studio is giving her a serious once-over. She known to the public but a new face in pictures.

20TH KEEPING GYPSY ROSE UNDER WRAPS

Hollywood, April 27.

20th Century-Fox is keeping Gypsy Rose Lee and publicity concerning her strictly under wraps following vigorous beefs from the Legion of Decency to the Hays office. Reformers had also protested sing of the stripper by the film company.

pany.

All press matter goi out now says she will not undress in her next picture. Nix has also been issued on any undraped posing for stills.

TRIO HURT EN ROUTE TO PAR PIC LOCATION

Hollywood, April 27.
Edward Everett Horton, Lucien Littlefield and Esther Dale suffered Latticheid and Esther Dale suffered minor hurts today in an automobile accident. While travelling to location for Paramount's Wild Honey, car jumped an embankment near Arrowhead Springs and crashed into a tree.

Trio suffered only cuts and bruises when they were thrown clear of the car.

Heavy Talent Splurge For WB's 'First Lady

Hollywood, April 27.
Walter Connolly has been borrowed from Columbia by Warners for supporting spot in its Kay Francis starrer, 'First Lady.' Warners is building strong supporting cast for

Already set are Victor Jory, Louise Fazenda and Vcree Teasdale.

Add: 'Wind' Tests

Atlanta, April 27,
Tom Douglas, Selznick International talent scout, has selected Jack
Clay, former Atlanta igh school
football star now
Vanderkin Another Di

here.

Another Di ie girl, Emily Annette
Miller, of Newton, Ga., having
missed the Atlanta auditions, used
the long distance whres to New Orleans and talked John
George Cukor's aide, i
ising

Flynn the 'Perfect Gent'

Hollywood, April 27.
First Warner assignment for Errol
Flynn, following hi return from
abroad, will be top spot in The Perfect Gentleman.

Edward Everett Horton has been set in top comedy role, Michael Cur-tiz directing.

Two More 'Chans

Hollywood, April 27.

John Stone has two more Charlic Chans in preparation at 20th-Fox.

'Charlie Chan on Broadway' is being scripted by Bobert Ellis and Helen Logan, and Charlie Chan at College follows.

SCREEN GUILD MAKES DEMANDS

Walkout Threatened If Ne gotiations Collapse-Federated Crafts Takes In 16 Studio Groups-Painters Demand Separate Agreement

CASEY SWAMPED

Hollywood, April 27.

Demand for immediate action or a walkout was voiced by 700 mem-bers of the Brotherhood of Paint-ers, Decorators and Paperhangers at a meeting April Restraint was asked by leaders until after meeting with Pat Casey today (April 27).

(April 27).

Studio Utility Employees voted to strike at a meeting held on April 25, but date of the walkout was deferred until meeting this week with the IATSE to settle job dispute. Membership of 900 signed pledges not to affiliate with any other organization.

Joseph Marshail, international prez of Hod Carriers, Builders and Common Laborers of America,

List Demands

Hollywood, April 27.

Hollywood, April 27.

Kenneth Thomson on behalf of the Screen Actors' Guild huddled for three hours with Pat Casey, studio producers' labor contact, and presented the SAG's demands. Casey said he, in turn, would present them to his employers, the producers, at a meeting either Friday or next Monday.

Later on, tonight (Tuesday) Charles Lessing, representing, the Federated Motion Picture Crafts, likewise presented his demands and Casey told him the same thing. Lessing's Painters, Paper Hangers and Decorators' Union wants recognition or else, and while the studios state that the other IATSE crafts would step in and assist them in event of emergency, again they will take it up at the future meeting.

As for the actors, Thomson wants recognition of the Screen Actors' Guild (which, from present outlook, may not be accorded); upped wages for extras and bit players; notification a full day in advance when such will be wanted for use on the morrow; curbing of assistant directors, to whom nepotism and favoritism is charged; modification of the Central Casting. Corp.

Thomson emphasized that the SAG has no grievances so far as the higher-bracketed player is concerned, but that the body is more interested i the day worker, the bit player and the extra.

said he would import pickets from the building trades throughout the country for strike duty if the IATSE continued its raid on SUE membership. Negotiations of pro-ducers with leaders of the unrec-ognized studio crafts has been set for today (Tuesday).

ight of film labor crafts, led by Studio Painters and Screen Actors Guild, to force producer recognition, reached a crisis last week with formation of Federated Motion Picture Crafts, filing of protests with National Labor Relations Board, and discussion of strike votes if negotiations il.

tiations. il.

Sixteen organizations outside the producer-labor basic agreement re aligned with the new FMPC, including actors, painters, makeup artists, scenic artists, costumers, etc. Constitution an y-laws, drawn up under supervision of Charles Lessing,

Now That Labor Seems So Well Organized, Pix Execs Favor Anew Some Sort of NRA for Protection

What the Nazis Want

Berlin, April 18.

As a result of the various rumors in the foreign press, especially those supposed to be especially those supposed to be anti-Teutonic, the German papers have expressed the wish that Marlene Dietrich say 'yes'.

'no' to the query that she is is not taking on any more offers from ither Berlin Vi

CAMPAIGNING FOR 100% FILM LAB UNION

Obtai ing recognition and contracts from Consolidated Film Industries, whose laboratory is at Fort Lee, N. J., and from De Luxe Laboratories in New York, Film Technicians, Local 669, is now taking up discussions with several minor labs in the New York area with a view to unionizing lab workers 100%, These minor labs number less than 150 workers.

The Warner ros. lab, which prints for that company in New York, although WB also has a lab on the Coast, and the Paramount News laboratory have recognized the Film Technicians, union all along and, being producer-owned, come under the studio basic agreement on the Coast.

Sten's GN Retake

Anna Sten, Sun Retake

Anna Sten, Sam Goldwyn's colossal collapse in 'Nana,' is back in:
Hollywood for a re-take. Grand National has signed Leonard Levinson'
to write an ori inal for the former
Russian star.

Dr. Eugene Francke, her husband,
to direct it.

have been approved by executive committee and now go to individual crafts for membership approval. Several already have placed their

okay on document.

Each member of FMPC will seek to negotiate a separate agreement with producers, but will ask colective recognition of the federation. Each organization will have three delegates to FMPC, of which one must be a business representative of the organization on vital questions, however, vote will be apportioned among crafts on per capital basis according to membership. This would give Screen Actors Guild a voting majority, but after so many votes have been allotted, number to larger izations will be cut down to protect small crafts.

Most of the organizations have already asked producers to open negotiations under provisions of Wogner Labor law with a view to recognition and adoption of working contracts. Lessing is certain to head new organizations, is employment having already been approved by many of the organizations.

FMFC will ask for union shop instead of a closed shop. Lessing explained this would be protection, or the producers, as no worker would be barred if he has union card, but policy would prevent incompetent help being forced on studios. okay on document, Each member of FMPC will seek

rotherhood of Painters, Dec-orators and Paperhangers of Amer-ica has already voted to strike if leaders unable to negotiate a leaders unable to negotiate a separate agreement with producers. Painters refused to enter basic agreement because they could not include makeup artists, hair dressers and scenic artists, who are affiliated with their international. Producers at recent meeting di-

The okay placed on the Wagner Labor Relations law by the Supreme Court makes some sort of revived. NRA all the more essential for the industry in the opinion of trade chieftains. They believe that it will be only a question of time before some such revival of the Blue Bird code operation will be put up for consideration in Washington, with the likelihood that film business executives individually will favor the proposal.

Signt that veteran leadure in trade

ecutives individually will favor the proposal.

Slant that veteran leaders in trade organizations take is that some form of self-regulation and unified front is essential with labor units given such full scope under the Wagner law. They feel now that labor is organized by industries, and that unless the pleture business also is organized, along the lines of the old NRA, labor may get an upper hand. Official active in the old Blue Eagle code administration affairs point to the fact that the industry, under the NRA, had no trouble with labor.

Lowe, Due Back From Europe, Will Be Exam. In Tashman Kin Suit

Edmund Lowe must submit to examination before trial in the action brought against him in N. Y. superme court by relatives of the late Lilyan Tashman, Lowe's wife, who are seeking jewclry and furs estimated worth \$120,000 which they claim the dead actress left. Justice Julius Miller, on motion of the plaintiffs, signed an order Thursday (22) ordering Lowe to appear for questioning in June, when he is due to return from Europe.

The sisters of Miss Tashman, Jennie Robinson and Hattie Blumenson, allege Lowe promised to turnson, allege Lowe promised to turnson.

Jennie Röbinson and Hattie Blumen-son, allege Lowe promised to turn over to them all the jewelry, furs and other personal effects their sis-ter possessed in New York at the time of her death, if they would waive any further rights to her es-tate. They agreed and Lowe sur-rendered jewelry valued at only \$2,250. They allege Lowe held out on them on effects worth consider-ably more and for which they are now suing.

Lasky Holds Off 'Revels,' Martini Pic Goes First

Hollywood, April 27.

Story trouble has caused Jesse L.
Lasky to sidetrack 'Radio City
Revels' until after he completes 'Mulis
cis for Madame', Nino Martini film.
Latter will go into production latter
part of May.
John Blystone

John Blystone, who was to have directed 'Revels,' is negotiating for

directed Revels, is negotiating for a job at Paramount.
Curtain Call, original by oward J. Green, ill be produced for RKO by Jesse L. Lasky.
Joan Fontaine has a lead role:

Deferring 'Lancer Spy'

Hollywood, April 27.
Darryl Zanück has yanked 'Lancer Spy' from immediate production plans. Gregory Ratoff was to direct film which was de-skedded one day before starting date:
Story now goes back for extensive rewrite with possibility of getting a steeper production budget after revisions.

Stanwyck's RKO 'Love'

Hollywood, April 27.

Barbara Stanwyck has been spotted by RKO to top the cast of 'Love Like That.'

Edward Kaufman, will with Al Santell directing.

'Star Is Born' Clicks Off \$28,000 As Solo; 'Call It Day' \$13,000 Fair In Drab L. A.; Pan-RKO Blah

Los Angeles, April 27.
Trade the 12 first runs here, which have been known in the past to gross in excess of \$100,000 on a week, is approximately 20% below that figure on the current week, with less than half of the houses showing profitable takes. Couple of spots are outstanding, among them the Paramount, where Walkiki Wedding, in its third week is holding exceptionally strong, and on three stanzas will top previous high mark for three weeks run set by Par's Big Broadcast last October, by better than \$5,000.

will top previous high mark for three weeks run set by Par's Big Broadcast' last October, by better than \$5,000. Another solo bill, 'A Star Is Born,' will grab in excess of \$28,000 at the day-date State and Chinese, while Metro's The Good Earth, winding up 12½ weeks at Carthay Circle, hit a good clip on final three days, with indications it could have stuck another stanza or two.

Estimates for This Week

another stanza of two.

Estimates for This Week

Carthay Circle (Fox) (1,518; 55-83-1.10-1.65)—Good Earth' (MG)
(13th-final week). Winding up run with a smash \$14,000 on final tendays, opus brought plenty profit through garnering \$151,200 on engagement. Tweltith week jumped to \$8,500, better than expected. "Captains Courageous' (MG) opens on two-a-day run May 12.

Chinese (Grauman) (2,028; 30-40-55-8)—Gall Part Is Board (U.A.). Solution of the standard of pics, so should grab sweet \$13,000. Last week, "Personal Property' (MG) and "Midnight Taxi' (20th), fair \$8,300.

Downtown (WB) (1,800; 30-40-55-5)—Gall It Day' (WB) and "Penrod and Sam" (FN) dual. Hitting for fair enough \$6,000 for this brace of light screen fare. "Last week, "Manged of the standard of t

Last week. Marked Woman' (FN), smash \$10,000, which plenty lucrative.

Orpheum (Bdwy) (2,280; 25-30-35 40)—Her Husband Lies' (Par) and Navy Spy' (GN) dual and vaude-ville. Gus Van, vet vaudevillan, is topping stage show and helping a little, but best in sight is just fair stopping stage show and helping a little, but best in sight is just fair Fa. 15,000 and Follows (GN) and Girl Loves Boy' (GN) dual. Brutal-biz with take lowest in months as witness possible \$3,000 on six days, Last week, second stanza for Top. of Town' (U) and California Straight Ahead, fair \$4,600 for holdover.

Paramount (Partmar) (3,595; 30-40-55)—Walkiki Wedding' (Par) and stage show (3rd week). Smashing the stanza. Second Stanza Second stanza. Second week hit over \$19,000, plenty profitable.

able,

RKO (2,950; 30-40-55)—'23½

Hours Leave' (GN) and 'Girl Loves
Boy' (GN) dual, Lowest gross
house has had in several years, with
slim \$3,500 for six days. Last week,
Top of Town' (U) and 'California'
Straight Ahead' (U), holdover, oke
\$5,000.

\$15,000, Last week, 'Seventh Heaven' (20th). Dropped sharply and ended with fair \$12,000.

\$15,000. Last week, 'Seventh Heaven' (20th). Dropped sharply and ended with fair \$12,000.
Century (Shea). (3,400: 25-35)—
'Woman Wise' (20th) and 'Crime Nobody Saw' (Par), Running along to nice business. Indicates good \$7,500.
Last week, 'Espionage' (M. 4) and 'Criminal Lawer' (RKS). 2006.
Grat Lawer' (RKS). 2006.
Grat Lawer' (RKS). 30-50)—
Woman T Love' (RKO). Only average. Probably around \$7,500.
Last week, 'Marked Woman' (WB).
Caught on nicely and built to nearly \$12,000, dne.

Hipp (Shea) (2,400; 25-40)—
'Soldier and Lady' (RKO) and 'Plot Thickens' (RKO). Looks like another low week at around \$5,000.
Last week, Outcast (Par) and 'Off to Races' (20th). Poorest gross in a month, \$400.
Last week, Outcast (Par) and 'Off to Races' (20th). Poorest gross in a month, \$400.
Last week, Outcast (Par) and 'Off to Races' (20th). Poorest gross in a month, \$400.
Last week, Outcast (Ora) and 'Let's Get Married' (Col). Doing all right at around \$8,000. Last week, 'Top of Town' (U), Nice business. Bettered \$9,000.

BALTO B.O. BLAH, BETTE DAVIS STRONG\$10,300

Baltimore, April 27. Unexplainable slump in biz hit here early last week of rain over weekend ingeither. Extra strong li ictures a lifesaver.

Estimates for This Week Century (Loew's) (3,000; 15-25-35-40-55)—'History Made at Night' (UA). Not much at all, a haling \$8,800. Last week 'Personal Property' (MG) dropped way off to a disappointing \$9,100.

usappointing \$9,100.

**Hippodrome (Rappaport) (2,300:
15-25-35-40-55-68)—We're on Jury' (RKO) plus Jan Garber's orchestra on stage. Not so much at \$1,000.
Last week. Woman I Love (RKC) atter cashing in on strong exploitation to good opening dropped some to \$1,700.

to \$11,700.

Maryland (McLaughlin) (1,570: 5583-1.10-1.50)—Lost Horizon (Col).
(2d wk). Good reception from crix
holding it for a second week. First
week, fair \$7,400.

week, fair \$7,400.

**Eith's (Schanberger) (2,500; 15-25-30-35-40-55)—Waikiki (Wedding (Par) (2d wk), Swell going, wanging out hey-hey \$13,000 for first stanza and holding up nicely.

**New (Mechanic) (1,400; 15-25-35-40-50)

**Warke: Up and Live' (2001)

**To daytime trade, still, showing ample profit for this house with \$9,300 for first week.

**Stanley (WB) (3,400; 15-25-35-40-50)

**Stanley (WB) (3,400; 15-25-35-40-50)

**Ling in a very strong night biz utilizing big capacity with excellent \$10,300. Last week Call it along (WB) cashed in on strong Hearst papers support to \$7,400.

1st Runs on Broadway (Subject to Change)

Week of April 36
Astor—Good Earth' (MG)
(14th wk).
Capitol—Ni Must
(MG) (29).
Central—That I May Live'

(20th) (1).
Criterion—Thunder in the ity' (Col) (2d wk),
Globe—Lost Horizon' (Col)
(8th wk).
Music Hall—'Star
(UA) (2d wk).
Parameunt — 'Swing High,
Swing Low' (Par) (3d wk).
Rialto—'Outcast of Poker
Flat' (RKO) (26).
Rivell — 'Cafe Metropole'
(20th) (28).

Flat' (RKO) (26).
Rivoll — 'Cafe Metropole'
(20th) (28).
Roxy—'Wake Up and Live'
(20th) (26 wk).
Strand — 'Marked Woman'
(WB) (4th wk).
Week of May 7
Astor—'Captains Courageous'
(MG) (11).
Capitol—'They Gave Him a
Gun' (MG) (6).
Criterion—Make Way for Tomorrow' (Par) (5).
Globe—Lost Horizon' (Col)
(10th wk).

Globe—Lost northern
(10th wk).
Music Hall — 'Shall We
Dance?' (RKO) (6).
Paramount — 'Internes Can't.
Take Money' (Par) (5).
Rialte—Way Out West! (MG)

(3).

Rivoli — 'Cafe Metropole'
(20th) (2d wk).

Roxy—'Wake Up and ive'
(20th) (3d wk).

Strand—'Prince and Pauper'

(WB) (5).

stage show. Packing 'em in, aiming at big \$31,000. Last week very good \$28,500 for 'internes Can't Take Money' (Par) and Roger Pryor band unit on stage.

unit on stage.

Orpheum (Loew) (2,900; 25-35-40-50)—Personal Property' (MG) and 'Devil's Playground' (Col) (2d wk).

Dual held over after rich \$18,000 opening frame, second week pacing toward okay \$14,000.

wward okay \$14,000.

Paramowit (M&P) (1,800; 25-35-55)—'King of Gamblers' (Par) and 'Melody for 2' (WB), dual. Just marking time, \$7,000. Last week King and Chorus Girl' (WB) and Husband Lies' (Par), double, so-so \$7,500.

\$7,500.

Shubert (Col) (1,590; 55-85-\$1,10-\$1,65).—'Lost Horizon' (Col) roadshow (2d wk). Skidding slightly.

Last week \$10,500.

Last week \$10,500.

State (Loew) (3,300: 25-35-40-50)—
Personal Property' (MG) and 'Devil's
Playground' (Col), dual (2d wk),
Second frame li ing up about
\$12,000, very good, after big \$15,000
first week.

A Good \$2 Bet Is Of Greater Interest Right Now in L'ville

Louisville, April 27. Louisville, April 27,
First rate lineup of pics this week, and biz o.k. However, with fast approach of racing season, and burgs Derby Day, an annual holiday spree, and the season are more interested in a good \$2 bet than the current films. 'Wake Up and Live' should easily lead the town at the Rinto. 'Hit Parade' and 'Killer at Large' at Stee running along well above average. 'Plough and Stars' at the Strand not so forte.

Hours Leavé (GN) and (GIT Loves Boy' (GN) dual. Lowest gross shouse has had in several years, with all my several seve

Reissue of 'No Man' Knocks Pitt For a Loop, \$8,000, Almost a Record

in sight. Last week Bride Comes Home (Par) and Big Brown Eyes' (Par), dual, splitting with Rose of Rancho' (Par) and Woman Trap' (Par), dual, okay at \$1,500.

Rialto (Fourth Ave) (3,000; 15-25-40)—Wake Up and Live' (20th) and March of Time. Biz consistently better at this house, and current stanza looks like another socko \$9,500. Last week 'Internes Can't Take Money' (Par) and Husband Lies' (Par), dual, okay \$5,400.

Strand (Fourth Ave) (1,500; 15-25-40)—Plough and Stars' (RKO) and John't Pitt the Wife' (RKO), dual. First pic rated well by cricks, but trade light in spite of recommendations. Will land around \$3,400, weak. Last week 'Top of Town' (U), finished with fine \$6,500,

S.F. UPS ADMISH, **MUNI-HOPKINS** STRONG 15G

Four of the first runs on Market Street tilter single week. The man Cohen is the only operator on Market street who is not joining rother first run exhibs in boosting prices at this time. Although there was some talk about Cohen's UA falling into line with the opening of A Star Is Born', April 29, it looks as if he will let the 40c. tariff stick until this house reopens in the fall 20 account of lack of product two account of lack of product to account of lack of lack

race of surprises has the town buzzing this week. irst is sensa-tional showing of Major Bowes' unit

tional showing of Major Bowes' unit and 'History Is Made at Night' at the work of the control of

spite every effort in exploitation and otherwise to sell it to the masses, pic isn't going anywhere.

Estimates for This Week
Alvin (Harris) (2,000; 25-35-40)—Two Wise Maids' (Rep) and Time Out for Romance' (20th). Twin bills have struck an average level of late. Maids' was treated warmly by the content of the content o

PERSONAL PROPERTY STRONG \$14,000, CINCY

Cincinnati, April 27. Cincinnati, April 27.

Personal Property is the top trade bagger currently, ringing up \$14,000 for the Palace. Only other first-run currently is Thunder in City, sounding \$5,000 for the Lyric. Good Earth on roadshow basis is bedding over at Shubert. This house holding over at Shubert. This house Took Horizon on twice-daily screening basis.

Estimates for This Week

Albie (BKC) (3,92, 25,42). Too

Lost Horizon' on twice-daily screening basis.

Estimates for This Week
Albee (RKO) (3,300; 35-42)—Top
of Town' (U). Maybe \$10,000, disappointing. Last week '7th Heaven'
(20th), okay, \$12,000.
Capitol. (RKO) (2,000; 35-42)—
Capitol. (RKO) (2,000; 35-42)—
Family (RKO) (1,000; 15-25)—
Trouble in Morocco (Col.) and
'She's Dangerous' (20th), separate
lefty at \$2,600. Same last week on
'Left-Handed, Law' (U) and 'MaidenHefty at \$2,600. Same last week on
'Left-Handed, Law' (U) and 'MaidenLane' (FOX), split.

Grand (RKO) (1,200; 25-40)—
Walkiki Wedding (Par). Held very
foxy.

Walkiki Wedding (Par). Held very
foxy.

Keith's (Libson) (1,500; 25-40)—
Keith's (Libson) (1,500; 35-42)—
Third ern.

Keith's (Libson) (1,500; 35-42)—

Keith's (Libson) (

Spring, Baseball, Planetarium, Chi Looking for Alibis, Biz NSG All Over; 'Doctor's Diary' 12G

Chicago, April 27.
Seems that the downtown houses here after having found the prosperity corner at long last, have gone and lost it again. After having painand lost it again. After having painfully climbed upwards to the top of the box-office mountai they've passed the crest and are tobogganing down once more. And they don't know what to do about it. One of the best-used allibis by the local managers is that spring, of the best-used allibis by the local managers is that spring, of the spring. Or maybe it's the competition of the ball games or the Adler Planetarium. Or count of the ball games or the Adler Planetarium blays to just a horizontal pendarium blays to just a horizon that have been so the managers around town will continue to use these two as allibis until they after a something else to play the sad biz on.

Chieago assume that have been so the sad biz on.

Chieago assume that the best book of the same something to happen when it will once more see what a better-than-\$50.00c mas the best book of the same seems the same seems the same seems the same seems the best book of the same seems the same seems the same seems the best book of the same seems the fully climbed upwards to the top of

week). Around \$5,500 currently following okay \$8,700 last week. Getting good femme play during the afternoons. (B&K). (4,000; 35-55-75)—The state of the play and stage show. Hospital flavor of the entire picture seems to be hindering the take; at \$24,000, n.s., Last week 'History Is Made' (UA) finished with fair endugh \$29,000.
Garrick (B&K). (900; 35-55-65-75)—Wakilki' (Par). In its fifth loop session and still indicates b.o. magnetism with \$5,500 in the offing. fine. Last week \$2,200 was nifty. Orlensal (B&K). (3,200; 35-45-50-45). When LOS (BOM) and vaude for the property of the p

'INTERNES'-HEIDT ORC OK \$19.500 IN WASH.

Washington, April 27. Cap up and down this week, with no records and no complete floppos. Cold snap, which shattered beautiful weather of past days, set in week-end above what might have been brutal over All take. Earle is out in front with Internes Can't Take Money' and Horace Heidt unit. Latter is counting for the dough.

Horace Heidt unit Latter is counting for the dought.

Estimates for This Week
Capitol (Loew) (3,24: 25-35-60)—
Hit Parade' (Rey 24: 25-35-60)—
Columbia (Loew) (1,583: 25-40)—
Week Love From Stranger' (UA) and Glen Gray's ork totaled good \$21,000.

Columbia (Loew) (1,583: 25-40)—
Week and stem sailing toward swell \$6,500 (24 run). Fourth week and stem sailing toward swell \$6,500 (24 run). followed oke week at Capitol with satisfactory \$4,000.

Earle (WB) (2,244: 25-35-40-60-70)—
Internes Can't Take Money' (Par) and vaude. Horace Heidt's ore and water fine state of sock names let it slip to the lack of sock names let it slip to the lack of sock names let it slip to the lack of sock names let it slip 12,000. Last week "Top of Town' (U) weak \$8,000.

Met (WB) (1,853; 25-40)—Marked

Woman' (WB) (2d run). Following good week at Earle with nice \$5,500. Last week 'Swing High' (Par) (2d run) nice \$6,000.

Last week "Swing High" (Par) (2d run) niee \$6,000.

National (Legit). (2,000; 55-83-81.10-\$1.65)—"Good Earth' (MG) 3.34 week). Roadshow film last week took acceptable \$5,500.

Palace (Loew) (2,363; 25-35-60)—"Waikiki Wedding (Par). (2d week). Probable good \$10,000 on h.o. Last week, big \$18,000.

laito (Indie) (1,100; 25-30-40-55)—"Star of Midnight' (RKO) and "Lost Patrol" (MG) (revivals). Ought to get oke \$3,000. Last week "39 Steps" (GB) and 'irst a Girl' (GB) (revivals) slightly better, \$3,100.

Belasco (Indie) (1,100; 25-35-55)—"Ecstasy" (Cummings) (2d run). Second week of second engagement may get fair \$1,500. Last week built to oke \$3,000.

'HIT PARADE' BIG \$23,500 ,CLEVE, WITH LEWIS

Cleveland, April 27.

irst week of real spring weather bringing out the downtown shoppers, spurting the matinee and general trade over last month's record. Ted Lewis stage booking is first vaude attraction at State in nearly a year, booming house and 'Hir Parade' for week's topper of \$23,800. Palace, ordinarily a leader in flesh combos, being given a slap by Lewis competish, but will wind up with \$20,500. on 'Call It a Day' and 'Slums of Paris' unit. Others also steaming along, third money taken by Hipp's 'Woman I Love.'

Estimates for This Week
Albambra (Martin Printz) (1,200;

Alhambra (Martin Printz) (1,200;
)-30-35)—'Hats Off' and 'Women of lamor' (Col). Worthwhile dualer,

\$2,900, nice.

Allen (RKO) (3,000; 25.40)—
'Marked Woman' (WB). Move-over from Hipp first one in two months, hot at \$7,500. Last week 'Soldier and Lady' (RKO) caught the actionmelo fans, first-run collecting \$8,000,

hot at \$7,500. Last week 'Soldier and Lady' (RKO) caught the action-melo fans, first-run collecting \$6,000, good.

Circle (Marmorstein) (1,900; 15-35)

-Wings of Morning' and Time Out for Romanee' (Col). Panning by cricks of English pix burt, holding it to \$3,400. Last week two revivals. Winterset: RKO burt of the color of the c

B'KLYN BIZ BULLISH

'-'Quality St.' Dual Strong at \$16,000

Biz good with attractive dualers at wery house. Paramount will Swing, Low and Low a

Heaven' (20th) and 'China Passage' (RKO), \$16,000, good.
Fox (4,000; 25-35-55)—'Silent Barriers' (GB) and 'Crime Nobody Saw' (20th). Will take in nifty \$15,500.
Last week, 'Midnight Tax!' (20th) and 'Order and the state of the

nice.
Strand (2,000; 25-35-50)—'House of Secrets' (Prin) and 'Girl Loves Boy' (GN) plus Wednesday night dance contests, which are eatching on heavily. Nifty \$7,500. Last week, 'Trans-Atlantie Merry-go-round' (UA) and 'Bold Caballero' (Rep.), \$5,000, weak.

Despite Too Nice Weather Prov. O.K.; Bette Davis \$9.000

April 27.

weather the toughest opposish is stanza, ieture fare
strong, and biz seems pretty well

distributed.

stimates for This Week.

Carlton (Fay) (1,600; 55-\$1.50)—
'Good Earth' (MG) (1st wk). Fairly good roadshow engagement.

Fay's (2,200; 15-25-40)— What Price Vengeance' (U) and Unele Ezra Stebbin's 'Barn Dance Frolic' on stage. Latter bringing them around this week, and unless there's slip-up later on, the takings are going to be close to \$7,500, good.

Loew's State (3,200; 15-25-40)—'Old Soak' (MG) and 'Nobody's Baby (MG) Good \$12,000 anticipated. Last week 'Love from Strenger' (LA) are Song of City' (MG), justair at \$30,000 and Melody and 'Melody and Song of City' (MG), justair at \$30,000 and Melody (MG).

Majestic (Fay) (2,200; 15-25-40)—'Marked Woman' (MB) and 'Melody (S,500), ok. Last week 'Top of Town' (U) and 'Fury and Woman', best bet in town at \$10,000.

RKO Albee (2,300: 15-25-40)—'Woman I Love' (RKO) and 'Man Who Could Work Miracles' (GN). Headed for nice week, \$7,400. Last week 'When Love Is Young' (U) and 'Park Ave. Logger' (RKO), so-so at \$6,400.

Strand (Indie) (2,200; 15-25-40)—'Internes' (Par) and 'Circus Girl'

\$6,400.

Strand (Indie) (2,200; 15-25-40)—
'Internes' (Par) and 'Circus Girl'
(Rep). Should hit around \$8,500
without difficulty. Last week 'Girl from Scotland Yard' (Par) and 'Borderland' (Par) piled up \$4,000 on a four-day run.

'WAKE' DAY-AND-DATE IN K. C., NICE \$16,000

Kańsas City, April 27. Kansas City, April 27.
Fox giving Wake Up and Live' a
splash by day-and-dating Tower
with Uptown. Pic ean be bouight for
same at ither house, but
Tower customers get vaude added.
Pic got a sneak preview last week
at Fox Apollo, nabe. First run dayand-date
Live' will be and-date 'Live' will be held for second week at Uptown. Currently headed towards nice coin. 'Lost Horizon,' roadshowing, away to glum start at Orpheum.

Estimates for This Week

is getting a near capacity play every night and causing theatres plenty of worry.

Estimates for This Week
Apolio (Fourth Ave.) (1,100; 25-40)

—Wake Up and Live (20th). Very big business for this house with gross on way to \$8,000, best since 1935 when a Will Rogers picture topped frow the control of the

to glum start at Orpheum.

Estimates for This Week

Mainstreet (RKO) (3,200; 35-55)—
'Internes' (Par), with Jeen and
Johnson revue on stage. Flesh headli plenty famili
expectations at fair \$14,000. Last
week 'Quality Street' (RKO) and
Mudland (Loew) (4,000; 25-40)—
'Malor (MG) and 'Song of City'
(MG). Off-key b.o. \$7,500, weak.
Last week 'Maytime' (MG). held up
in second stanza to nice \$9,000.
Newman (Par) (1,900; 25-40)—
'Man of Her Own' (Par reissue) and
'Crime Nobody Saw' (Par). Pie crix
pointed to reissue as object Jesson
and of Her Own' (Par reissue) and
'Crime Nobody Saw' (Par). Pie crix
pointed to reissue as object Jesson
Turner' (RKO) tame \$4,700.

Orpheum (2,200; 55-83-1,10-1,50)—
'Lost Horizon' (Col.) Roadshow limping, Weather and fact house has
been dark only a week since 'Good
Earth' roadshowed held partially accountable for weak showing of
'Horizon.'

B'way Terrif to Blah; 'Star Is Born' \$102,000 and 'Wake Up' 62G Socko, But Beery's 12G Brutal; E.G. Robinson 17G

INDPLS., WAKE

UP,'\$8,000

Indianapolis, April 27.

Wake Up and Live is the big attraction of the week at the Apolloa and it's setting a red-hot pace that suggests a holdover. Stars and Stripes' stage revue plus 'Mountain Justice' at the vaudfilm Lyrie is also in the more class, while Romeo the Color of the Color of

'A Star Is Born,' w ich earries the colors of the Music
Wake Up and Live,' of the Roxy, are having a stretch duel between themselves, with the rest of a mixed field well outsitanced. also-rans range from a promising showing for the second-run State to an unspeakably bad performance by 'Good Old Soak' at the Capitol. The race will be worth a bountiful Stock of the Capitol. The race will be worth a bountiful Stock of the Capitol. The race will be worth a bountiful Stock of the Capitol. The race will be worth a bountiful Stock of the Capitol. The race will be worth a bountiful Stock of the Capitol. The race will be worth a bountiful Stock of the Capitol. The race will be worth a bountiful Stock of the Capitol. The race will be worth a bountiful Stock of the Capitol. The race will be worth a bountiful Stock of the Capitol. The race will be worth a bountiful Stock of the Capitol. The race will be worth a bountiful Stock of the Capitol. The race will be stored the Capitol. The race will be stored the Capitol. The state with Capitol. The state of the Capitol. The state with Capitol. The state with

another option on house for four weeks at reported \$5,000 weekly.

Estimates for This Week
Astor (1,012; \$5-\$1,10-\$1,05-\$2,20)—
'Good Earth' (MG) (13th week).
Coming down on gross but still showing some profit. Last week (12th), \$11,000. Out May 10 or bit earlier.
'Cantains Courageous' (MG) openin at \$2 top May 11.
Capitol (4,820; 25-35-35-85-\$1,25)—
'Good Old Soak' (MG). A bad bet, probably not as much as \$12,000, brutal. Last week wasn't much better, this side of \$20,000 for 'Personal Property' (MG) despite Harlow-Taylor names, 'Night Must Fall' (MG) opens tomorrow (Thurs.).

Criterion (1,862; 25-40-55)—Thunder in City' (Col). Doing away abre average for this house, around \$10,000, and holds. Last week, You're in (1,802; 25-40-55). Under the control of the co

above average for this house, around \$17,000, and holds. Last week, 'You're in Army Now' (GB), under \$4,000, horrors.

Globe (1,274; 55-\$1.10-\$1.65-\$2.20)—
Lost Horlzon' (Col) (9th week). Sliding off somewhat but at \$10.590 has hose to the horrors taken by Col.

Falace (1700; 25-35-55)—King and Chorus Girl' (WB) and 'Quality Street' (RKO), both 2d run, dualed. Brace of features might get about \$40.000 has week). Street' (RKO), both 2d run, dualed. Brace of features might get about \$40.000 has week). History of the horror of the

bed elsewhere in house. Gross \$4. and four days of holdover. Crite expectations at fair \$14,000. Last week. 'Quality Street' (RKO) and 'Amount of the common of the common

Sleepy Burg Reacts \$17,500 Worth To 'Wake Up'; Otherwise Philly Lulls

Philadelphi April 27.
Current batch of pix in Philly's downtown houses doesn't promise anything very choice or extra in the way of overwork for the b. o. boys. Best of the lot should be 'Wake Up and Live at the Stanley, and this despite the fact that Philly hasn't gone overboard for musical pix of late, a situation especially noticeable at this house, which has had a lot of the eye and ear films. They're figuring this one for a holdover, with 'Shall We Dance, newest Astaire-Rogers feature, to follow from the company of the property of the company of the property of the company of the property of the company of the

Estimates for This Week
Aldine (1,300; 40-55-85)—Love
from a Stranger (UA) (2nd week).
Won't make full seven days, six
Jikely for \$6,500. Last week's \$9,000
fairly good.

arriy good.

Arcadia (600; 25-40-50)—'Family
Affair' (MG) (2nd run). Only \$1,900
indicated. Last week, 'Swing High'
(Par) (2nd run), nice \$2,800.

Evar (2nd run), nice \$2,800.

Boyd (2,400; 40-55)—Call it a Day'
(WB). Fine notices, but in for a
week only, with a fairish \$11,500
indicated. Last week. Personal
Property' (MG), led the town with
\$16,500, but expected more and
didn't hold over.

Property' (MG), led the town with \$165.00 but expected more and didn't hold over.

Earle (2,000; 25-40-55)—When's Your Birthday' (RKO) and vaude with Roger Pryor. Stepin Fetchit dropped out after Saturday, because of his auto cractup. No more than \$12,500 indicated. Last week, When Love Is Young' (U) and Jan Garber's ore, \$15.500, okay.

Erlanger (2,000; 36-46-34 in-hill Hall the Common of t

MPLS. SLUMPS;

Minneapolis, April.

Although cold weather continues to prevail, a summer slump is taking a heavy box-office toll. Grosses all along the line are skidding. Top loop takings may not reach \$7,000 takings may not reach \$7,000 takings may not reach \$7,000 takings may not reach \$1,000 takings may not support the standout attraction, but even this one isn't getting more than a fair play. Taylor-Harlow combo's Fersonal Property is doing brodie.

Estimate for This Week

25-35-40)—'Woman I Love' (RKO).
Strong picture and potent box-office names, but general business conditions away off and dearth of trade is discouraging. This one will be lucky to to \$500,0 light. Last week '50 Roads to Town' (20th) and 'Striping the Stars, 'stage show, \$13,500, 800 State (Publix-Singer) (2,300; 25-40)—'No Man of Her Own' (Par) (reissue) and 'Mead's Woman' (Par) (reissue) and 'Mead's Woman' (Par) (rula). Hitting mild \$3,000 pace. Last week 'Mama Steps Out' (Par) and 'Soldier and Lady' (RKO), \$3,300, fair.

Time (Berger) (290; 15-25)—Ma-

fair.
Time (Berger) (290; 15-25)—'Marines Are Coming' (Rep). En route to moderate \$900. Last week 'Head Over Heels in Love' (GB), \$700,

Over Heels in Love' (GB), \$700, poor, Uptewn (Publix) (1,200; 25-35)—Wrs. Cheyney' (MG). First nabe showing, good \$3,500. Last week 'God's Country and Woman' (FN), \$2,500, light. World (Steffes) (350; 25-35-40-55)—Man Who Could Work Miracles' (UA). Suffering with the rest of them, poor \$1,200 indicated. Last week', \$1,000, light.

BOWES ENABLES 'ABLE' TO DO 17G, DENV.

Major Bowes' unit doing the business of the town by packing Denver repeatedly and with heavy standouts, 'Ready, Willing and Able,' on screen, contributing very little to draw, '50 Roads to Town' giving Aladdin oldtime gross with standouts every night and film goes to Broadway for continued run.

Uncertain, but no more than Uncertain Uncert

WAKE'-MEROFF WAKE UP DET., **BIG \$30,000**

Detroit, April 27.

With pickings leaner, only thing doing biz currently is Wake Up, and Live, aided by Benny Meroff, at the Fox. Flicker got strong buildup and figures to give house its best take in long while.

Assistates for This Week Assistance of Town (U) (2d week) plus 'Grif Overboard' (U), dual. Former pur moved here after session at Fox and combo should get around \$5,500, good. Last week normal \$5,500, good. \$5,000, good. \$5,0

'50 ROADS' STRONG AT \$2,800 IN LINCOLN

Lincoln, April 27.
'50 Roads is the current b. o. winer and going good at the Lincol Wake Up and Live' is going a better than average, but may not a big flash. Vaude is out this wee at the Orpheum.

Although a mineapolits, April
Although a mineapolity is displayed and a grand old fellow, and did a grand old fellow, and did

(3,000; 30-40) Waikiki Wedding (Par) and Time Out for Romance (20th) (2d wk.) Doing nicely at \$5,000. First week over the top in a big way for \$3,000. United Artists (Parker) (1,000; 30-40) Rome and Juliet' (MG). Despite being well exploited and collecting raves, only a lukewarm \$4,700 ahead. Last week, Maytime' (MG (4th wk.) Okay at \$4,500. First three weeks piled up more than \$20,000.

Well. I've waited another week to hear from my pals that are big shots in the studios, in answer to my letters to them, but nothing happens Except one letter I got from Doakes who is a supervisor. Here is what he wrote me, 'Dear Lefty: Your letter received and will lose no time readi it, signed Joe Boakes. Now me and Aggie are trying to find out what he meant, 'cause when you read it one way he's a nice guy and then when you read it another way it sounds like he is giving me the waving nostrils' which means high hat out here. Well, I won't get mad at him until I find out what he meant.

meant.

It's getting tougher and tougher here every day. There's a lot of guys coming in from the east. You know, summer is coming on, and they get panicky back there so the first thing they think of where to spend their vacation and dough is Hollywood. It makes it tough for us natives. (I'm practically a native now as I've been here four weeks.)

And there are a lat of grave out.

now as I've been here four weeks.)
And there are a lot of guys out
here that want to go back (including
this native), but even with the 2c
a mile rate on the train, they can't
get as far as Los Angeles... You see get as tar as Los Angeles... You see
Joe, when a guy gets a few jobs here
and has enough dough to go back,
he figures things are breaking for
him so why go back, and by the time
he finds out it was April Fool, he
has spent the dough. The studios
should pay fares back instead of out.

Aggie and me have a good suntan on and look fine but every once in a while I catch my stomach looking at my face and saying 'liar.' I got an extra job last week—they wanted some guy to look like a rich banker so they nicked me out 'A in't

banker, so they picked me out. Ain't that a laugh? It was \$7.50 for the banker, so they picked me out. Ain't that a laugh? It was \$7.50 for the day—that's what they pay bankers out here—and it came in plenty handy. We bought 'wolf powder' with most of it and the pantry in the trailer looks like a country store night. We're going easy on it because they may not want another banker in months.

illing the Coronation?

I got your letter telling me that they took down the big electric sign in front of the Palace. What are they going to do with it—send it over to London for the Coronation and put it outside of Buckingham Palace to show the tourists where it is? Also note what you say about Pather Duffy's statue on Panic Island. he sure was a great man and deserves a monument. He liked actors and actors liked him. I thought sure they'd put up a statue there for Vaudeville, but I guess it would be pretty hard to find a sculptor that can even remember it, and anyway there ain't any models around to pose for it. I guess Father Duffy's statue is best at that, it shows somebody's prayin' for vaudeville. I got your letter telling me that hey took down the big electric sign a front of the Palace. What are

got scouts out looki for scouts. This business sure is screwey, but they show a profit.

Well, Aggie and me are standing by, and if we stand by much longer vaudeville will come back, then we won't need nobody. SEZ.

Your pal

P.S. When does this Social Security business start?

Erpi's New \$400,000 H'wood Plant Will Be Ready By Aug. or Sept.

New plant and studio facilities, costing more than \$400,000, which Electrical Research Products, Inc., is to start shortly, will be rushed to completion by late August or September this year. Contracts for the start of construction will be let within the next two weeks, probably while H. G. Knox, Erpi vice-president in charge of engineering, is in Hollywood.

Feature of the new layout will be

Hollywood.

Feature of the new layout will be that old plants will be concentrated under one roof and immediately adjoining General Service Studios, Inc. Erpi's improvements include a two-story office building, stage and scoring studios and a garage for housing a facet of sound trucks for location work.

COURT OK'S SKOURAS TO OP. FOX, DETROIT

Detroit, April, 27.

Reorg plan for Fox theatre here, calling for operation of the 5,000-seat vauddimer by National Theatres Corp. (Skouras), was-approved Saturday (24) by Federal Judge Ernest A. O'Brien. Formal decree will be handed down in week or two, after court has made minor adjustments in setup for new operating organization, to be known as Fox Michigan Corp. Exactly when Skouras will take Fox under its wife has not been determined, but it's expected between May 15 and June 1.

Approval of the reorg plan cul-

Approval of the reorg plan cul-minates months of legal battling over the Fox which filed for reor-ganization on May 21, 1936, under 7th of the national bankruptcy act, listing Habilities of \$6,193,600 in de-faulted bonds, \$507,658 in back taxes and general liabilities totaling taxes and general liabilities totaling \$3,885,703.

taxes and general liabilities totaling \$3,885,703.

Plan, Proposed by the Colwood Co., original owners of the theatre and tuilding, provides for leasing of the theatre to Fox Michigan Corp. for 15 years. Stock in new company will be owned by National Theatres, headed by Skouras. Latter has five-year franchise to show Twentieth-Century flickers here. National Theatres will guarantee the Fox Michigan setup a fixed rental of \$125,000 yearly, 12½% of gross income if vaude is used or 15% of gross if only flickers are shown. Plan also calls for a loan of \$500,000 from the Reconstruction Finance Corp., which already has tentatively approved the loan.

All Set for 20th-Fox to Take Over Roxy, N. Y.; Pay \$650,000 Cash

with the signing of a stipulation which recommended certain amendments, the hearings on the Roxy reorganization plan ended yesterday (Tuesday) before Special Master Addison S. Pratt, except for the report of S.E.C. experts and the summation of attorneys, which will take place next Tuesday (4):

Chief among the amendments to the plan is that 20th Century-Fox will assume complete control under the new company which is to take over Roxy, N. Y., as to the type of pictures to be run at the theatre. As originally stipulated in the plan, 20th-Fox will pay over to the new corporation \$680,000 in cash, \$150,000 of which will be used for improvements on the property; another \$50,000 of which will be used for improvements on the property; another \$50,000 in the property; another \$50,000 in the property; another \$50,000 of which will be used for improvements on the property; another \$50,000 of which will be used for improvements of the property; another \$50,000 in the property; another \$50,000 in the property; another \$50,000 of which will be used for improvements of the plan; the Tipton Bondholders Committee, proponents of the plan; the Tipton Bondholders Committee, opponents; Noteholders' Committee, opponents; Noteholders' Committee, opponents; Noteholders' Committee, opponents; Noteholders' Committee, who also favor the original setup; and 20th. Century-Fox, through W. C. Mitchel, executive vice president.

Under the amended plan, interest rates for bondholders will be in-

inal setup; and 20th Century-Fox, through W. C. Michel, executive vice president.
Under the amended plan, interest rates for bondholders will be increased from 3½% to 4%, and amortization at rate of \$65,000 for the first 10 years and \$70,000 for the first 10 years and \$70,000 for the following 10 years is provided for.

The new company also agrees not to declare any dividends, except out of earned surplus, after creation of depreciation reserves of at least \$110,000 annually.

In return for these concessions, 20th-Fox is to have full and absolute control over the policies of the new company as to the run of pictures.

The stipulation also provides that holders of gold notes totaling \$1,548,000 are to receive \$3 dividends, mulative preferred stock on the basis of one share for every \$200, callable at \$102. The holders will not be privileged to vote and, in the event of liquidation, they will be entitled to \$100 participation on each share.

The stockholders are not provided for in the amendments, but Samuel Kramer, attorney for the Stockholders' Protective Committee, stated that negotiations on their behalf were still being held.

It is expected that Special Master Pratt's findings on the evidence taken at the long-drawn-out hearings and his recommendations will be submitted to Federal Judge Caffey littin the next two weeks.

ithin, the next two weeks.

Income

Net profit earned by Roxy for the
13 weeks ending April 1, 1937, according to a report filed yesterday
with Judge Caffey, amounted to
\$98,484 as against \$30,869 for the
same period for the previous year.
It was pointed out, however, that the
comparison did not take into consideration that in 1936 the New
Year's week gross was not included
in the total.

The report also showed that for
the 13 weeks there were 566,139 admissions, as against 363,798 for 1936,
operating costs \$261,040, as against
\$145,382, and supervising expenses
for the last 13 weeks were \$47,506

85 against \$23,211 the similar
Period of 1923.

GA. VOTES ON BLUE LAWS

Thomasvi Ga, April 27.
itizens are casting their ballots
tomorrow (Wednesday) on whether
blue law ban on Sunday films and
baseball is to be lifted.

Rome, Ga., April 27.

City Commission last week put its official okay on Sunday films, stipulating, however, that proceeds should go to charity and that performences must not conflict with regular Sabbath church services.

An levying 2% il sales tax, effective May 15, has been passed by City Council. Theatre admission ducats will cost patrons that much more after that date.

Bergman to Hanff-Metzger With Par, Fabian Switch

With Par, Fabian Switch
With Lord & Thomas for four
years in charge of three of its advertising accounts, Paramount the
atre, N. V, Si Fabian houses in
Brooklyn and the Rialto, N. Y.,
Maurice Bergman leaves June 1 to
join Hanff-Metzger. This agency is
getting the entire Paramount account May 1 and the Fabian Brooklyn houses on June 1. It is also trying to land Arthur Mayer's Rialto
which is still with L, & T. That
agency also handles RKO.
Bergman goes into H-M to handle
the Fabian account but may also
represent H-M over the Par, N. Y,
and Rialto when and if the latter
switches. Prior to joining L& T.
Bergman was in charge of advertising for the Par, Brooklyn.

Wilson's N. Y. Pix Exec Powwow On Anzac Quota Hollywood, April 27. Columbia is opening roadshow engagement of "Lost Horizon" in Oak-land (30) and in Portland May 20. Mike Newman currently is north and ling advance for these bookings. Captains Courageous goes into the Cartay Circle for an extended two-a-day run. Opens May 12. Exec Powwow

No enlightenment on the Australian quota situation has been supplied industry officials by it Victor Wilson, president of the Motion Picture Distributors of Australia, who is conterring with film executives and Hays office leaders while in New York. Understanding is that Sir Wilson is as much in the dark as to definite interpretation of quota law placed in effect last year as others, with the word 'acquire' remaining the stumbling block.

The big leader of American film interests in Australia is on his way to the Coronation, where has seats for himself and the Wilson family in Westminster Abbey. Wilson party sails May 4 for England.

Besides his interests in the picture business, Sir Wilson is a former business, Sir Wilson is a former business, Sir Wilson is a former business.

business, Sir Wilson is a former member of Parliament and the cab inet in Australia, and also repre-sented his country in London a resident commissioner for some

Outside of his avid interest in the film industry, Sir Wilson has been an enthusiastic booster for the 150th anniversary celebration for Sydney to be held next year.

ANTI-NAZI 'KAMPF' PIC BANNED IN ST. LOUIS

St. Louis, April 27.
Showing of 'Der Kampf' ('The Struggle'), reputed to be an anti-Nazi film in Municipal Auditorium, was nixed Friday (23) by Mayor Bernard F. Dickmann after complaint was made by Reinold Freytag, German consul here, and failure of sponsors, the German-American Club to hold promised preview for a representative of the City Counselor's office and cops.

rorresentative of the City Counselor's Gree and cops. Freytag, in letter to Mayor Dickmann, asserted headquarters of the German-American Club was headquarters of Communist organization and it was his belief that film was Communist propaganda for creating hatred against anything German. When representatives of city showed up for preview it failed to take place and after Mayor Dickmann was notlined he ordered scrapping of lease for showl of film in Municipal Auditorium. An attorney representing sponsors

lease for showi of film in Municipal Auditorium.

An attorney representing sponsors
of film said failure to preview was
due to misunderstanding and also
represented the description of the description o bids
Lincoln,
Two amusement bills survived the last week. One is the measure to outlaw ASCAP's operation in Nebraska by making it a trust violation, and the othe, is, the bill to allow buying of the refunded State Fair grandstand bonds (\$250,000)

'CAPTAINS' ROADSHOW TEST OK'D: SET 2-A-DAY

'Captains Courageous,' which was given a test roadshowing in Philadelphi, is definitely set into the Astor, N. Y., after 'Good Earth' winds up its current roadshow run in two weeks, Also will be spotted in San Francisco, Boston and Chicago on two-a-day to ascertain its possi illities for more general roadshowing elsewhere.

Approach of warmer summer weather probably will curtail the number of roadshow engagements of 'Good Earth.' It is scheduled for only about 100 cities on this policy as compared with 'Romeo and Juliet's '500 roadshow dates. Picture went out on general release tionally April 16.

Chicago, April 27.

Deal has been worked out between Metro and Columbia whereby Collrelinquishes the Erlanger theatte here, for a return showing of Lost Horizon' beginning May 9,-so that M-G can come in to roadshow Captains Courageous. Horizon will probably follow-booking of Captains Courageous.

Race Tracks Ally With Pix to Oppose Dog Racing in N. Y.

Always opposed to dog racing, motion picture interests as well as the horse racing people are pressuring Gov. Lehman against signing the purpose of the purpose of the pagaloping bill which has passed both houses at Albany and would provide for legalization of the sport and betting throughout N. Y. state. Because of the fact that dog racing is operated at low admissions and would form some competition against the hosses, the State commission on nags headed by Herbert Bayard Swope last season joined with picture interests in defeating similar bills. Film interests look much more approvingly on horse-racing than dogs because the latter un at night when theatres expect to do the bulk of their business.

Although not legalized, through loopholes dog racing has been rather openly conducted at Mineola, L. I. for a couple years and during the past summer i one spot upstate. Under legalization of the sport, it is feared dog plants would spring up all over, much less overhead being required than i maintai horse racing courses.

Talbot, Rowles Toppers

Hollywood, April 27.
Lyle Talbot and Polly Rowles have
he leads i "West Coast Ltd.," now the leads i 'West Coast' in production at Universal Ford Beebe is directi

Civic Pride Hypes K. C. (Kan.) Into Wanting 1st Run Pix Also

Jensen Due to Go To the Coast Shortly

Harry G. Kosch, of Kosch, Lewis & Reuben, completed routine of final incorporation of Artcinema Asso-ciates, Inc., for ich he is acting as

Emil Jensen, president the company which has purchased the films unproduced stories formerly owned by Art Cinema Corp., a finance affiliate of United Artists, plans an early trip to Hollywood.

Flood Rise Again Beginning To Worry in Ptsbg

A new flood pushing on towards ittsbur downtown Golden Triangle, where most of the de luxe film houses are located, digging in for another siege. Forty-eight hours of steady rain, beginning late Saturday night, began pushing up rivers Monday) almost at rate of foot an hour and stage of between 35 and 37 feet was freely predicted for to-

37 feet was freely predicted for today by weather experts.
That mark would probably seriously crimp operation of Fulton,
Alvin, Penn and Barry theatres, possibly Stanley, too, not to mention
number of nabe sites lower
Northside.
Disastrous flood of March, 1936,
which caused \$1,000,000 damage in
theatres alone, was a 66-footer. Rain
was still coming down fast late yesterday, with no let-up in sight and
continued deluge likely today, which
may shoot crest up to 40 feet or
nore.

In Johnstown, Pa, streets, were
flooded Monday afternoon and film
flouses there, according to advices
received by WB local office, had already started pulling up seats, rugs
and fixtures.
Frantic calls for sandbags to stem.

ready started pulling up seats, rug and fixtures. Frantic calls for sandbags to ster tide went out from here yesterda and theatres plan to take no chance again. If no recession is in sight b late today, they'll probably shu down in self-protection.

Initialer for Cascade Pix Hollywood, April 27.

Hollywood, April 27.

Cascade Pictures, new indie company, has started production on the first in a series of four pictures, Maid of the Mountai Dick L'Estrange is directing from a screenplay by Don Taylor.

Ruby Robinson, Canadian singer makes her film debut in the film.

Hearings on RKO Reorg Plan Resume Today (Wed.); 1936 Earnings Given

Hearing on the RKO reorganization plan will conti today (Wednesday) before Special Master George W. Alger when holders of class A stock not converted in 1931 will testify in opposition to the proposed plan. It is expected that Col. H. C. Rickabee, for Atlas Trust and Lehman Bross, ill make known the results of conferences he has had with certain groups in an effort to improve the position of general creditors as against debentures and stockholders.

Those to be heard today are Edward Stern, holder of 1,234 shares of class A stock: Edward Hickey, of Washington, who retains 175 shares and is also opposing the plan as unconstitutional, and George L. Schein, attorney, representing another group of independent stockholders.

At the first meeting held for Alger last week an accountant was the only witness. He revealed that there is \$12,700.000 in outstaining clai s against RKO and its subsidiaries and \$17,000,000 in units and ing clai s against RKO and its subsidiaries and \$17,000,000 in units and sidiaries and \$17,000,000 in constanting the same constitutions and stockholders to intervenc the RKO reorganization proceedings was deni "riday (23) by Federal Judge Will ondy, N. Y. The ial was made on the technical grounds that petitioners' aper failed to state that Marcus in a was the only witness. He revealed that there is \$12,700.0000 in units and stockholders to intervence the RKO reorganization proceedings was deni "riday (23) by Federal Judge Will ondy, N. Y. The ial was made on the technical grounds that petitioners' aper failed to state that Marcus in a was a secondary to the proposed plan and the prospects of its success.

Those to be heard today are Edward Stern, holder of 1,234 shares of the proposed plan and the prospects of its success of the proposed plan and the prospects of its success of the proposed plan and the prospects of its success of the proposed plan and the prospects of its success of the proposed plan and the prospects of its success of the proposed plan and the prospects of the ecopromic of th

Kansas City, April 27.

Chamber of Commerce and other civic organizations in Kansas City, hepped up on civic pride, are demanding first run releases for their town. They, have pressed the Theatre Owners' Association (representing 11 of town's 12 houses) to approach distributors on the matter. Town has not had first runs since 1922. TOA representatives will meet with distributors early this week. Although the town is largest i Kansas it is only second run house in the state, getting pictures on 28-day clearance from Kansas City, Missourl, dates; subsequent showing less. Distributors consi the two Kansas Citys as one city with the Kansas side town a suburb. Biggest problem the town he for years is in securing individentification commercial, i trial and civic affairs. With many a scalp under their belt on that score they are intent on gai ing recognition as a separate entity from the picture industry. City, first got riled about status of i theatres when during flood disasters last winter, the Kansas theatres yooled on gross donation of single pic. They tried to get a first run for the occasion but best it could do was a four-year-old. Ity was burned but soon forgot matter when theatre men explained the situation. Controversy was brought to light last week when Judge Joseph H. McDowell protested in a letter to the Kansas mayor claiming that towns within few miles got first runs while they did not.

Town has two houses, I nidie and a Fox house, that would normally be first run outlets. Fox is cool on the matter as it has enough problems on Missouri side without adding to them. Picture men are generally of the opi ion that Kansas City, Kansas, will remain second run and doubt if the Kansas exhibs could make a got first runs. George Baker, the indic operator, frankly states he doesn't know what it would do to his blis but he'd like a fling at first runs.

ADMISH UPPING IN COAST WIND

Los Angeles, April 27.

Zoning and clearance schedule, as originally set up under NRA currently in effect, will be continued in Southern California for the 1937-38 season. Only chance for any radical changes will be in the event a few independent theatre operators, classed as holdouts, fall in line with a plan that is being agitated to boost admissions in the zone first runs to 50c., thereby enabling downtown and Hollywood first runs to tilt top tariff to 75c.

Fox-West Coast and a number of indie operators are strong for proposed admission tilts in the zone or nabe first runs, but their hands are tied because a few of the unaffiliated exhibs refuse to boost their turi

EXHIB'S STORY LANDS

EXHIB'S STORY, LANDS
Chicago, April 27.
At a recent Paramount meeting,
Dave Wallerstei Balaban & Katz
division manager in charge of loop,
Gary, South Bend, and Hammond
theatres, submitted a story idea based
on a girls' summer camp.
It has just been accepte
mount as a film production.

GONE WITH THE TIDE

Hollywood, April 27.
Barry Fitzgerald has been signed for a role in "Ebbtide" at Paramount, which will be made in technicolor. Henry Hathaway directs, Luci Hubbard producing.

Sparks Joins S-I

Hollywo April 27.

Hollywo April 27.

Paul Sparks has joined SclanickInternational as assistant to Charles
Richards, casting director.

Sparks formerly was in
ing offices at Universal
public.

RKO'S JULIET FORBES? Juliet Forbes may be signed by

RKO. etre Brother went place of Wyn hoon, who leav leave-

"One of the year's Best Shows..."WILL FIND THE MUSIC HALL'S TREASURER TURNING CARTWHEELS IN THE STREETS!" —FRANK NUGENT, N. Y. TIMES



. YOU'LL TURN 'EM, TOO!

THOUSANDS OF STANDEES AT EVERY PERFORMANCE AS MORE THAN 100,000 PATRONS RUSH TO SEE IT DURING OPENING WEEK-END!

Thoroughly delightful... Janet Gaynor gives the outstanding performance of her career ... Acting is excellent and the story is unusual . "A STAR IS BORN" is Hollywood's dream of what Hollywood ought to be . . . You couldn't ask for a pleasanter dream than that.

—Robert Garland, N.Y.

Saturated with the quality known as "boxoffice glamour"... Sure to delight any audience... An unusual entertainment... It is
not only a thoroughly good film but a daring
and exciting one.

-Bland Johaneson, Dai

Movie fans should be vastly entertained by "A STAR IS BORN"... Handsomely produced and charmingly Technicolored Janet Gaynor and Fredric March, co-starred, give excellent performances.

-Rose Pelswick, N. Y. Evening Journal

FRENZIED APPLAUSE BREAKS OUT AT EVERY SHOWING!

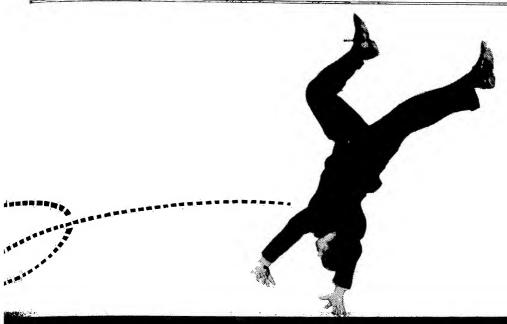
The best of the dramas in many a preview. It will tighten the cords in your throat and heart, make you sniffle (yes, you) and do other things to your emotions.

-Walter Winchell

Destined to make box office history through its universal appeal to all classes of entertainment seekers. The last word in entertainment.

-Boxoffice





HEN THIS HAPPENS TO YOU:

The Cinema City is turned inside out i "A STAR IS BORN," to the utter satisfaction of the audience at the Music Hall, where the latest and most successful example of Techicolor is on display.

-Kate Cameron, Daily News

Entertai ing, moving producti one that should fascinate every moviegoer ... Studi sequences are particularly excellent ... Most pleasing technicolor photography yet presented.

-Eileen Creelman, N.Y.

The most remarkable account of picture making that has yet reached the stage or screen ... An excellent document of the world's biggest show busi , and an engrossing entertainment.

-Howard Barnes, N.Y. Herald Tribune

CRITICS GO WILD WITH ENTHUSIASTIC PRAISE SUCH AS NEVER BEFORE BESTOWED UPON A TECHNICOLOR SMASH!

A lovingly detailed expositi in the best Technicolor . . . Combines elements of unquestionable popularity . . . The fan magaine public will eat it up.

-Archer Wi

Excellent ... powerful human-interest drama ... should insure unusual box office results ... spectators will not be disappointed, for it is great entertainment!

-Pete Harrison's Reports

IT'S A HOLDOVER NATURAL FROM THE START!

SBORW

TURN OVER A FEW MORE CARTWHEELS...

12

IT'S THE SAME IN LOS ANGELES THE STATE HEATRES! SAME Everywhere!

The best picture of the week is "A STAR IS BORN" . . . A five-bell picture . . . I recommend for the entire family the five-bell pi ture, "A STAR IS BORN."

-Jimmy Fidler, NBC Movi

When I heard Jimmy Fidler call this a "fivebell picture", I thought he was exaggerating .. Now after seeing it I say it should have been called a ten-bell picture . . . One of the best pictures of all times.

Alice Tildesley, Philadelphia Public Ledger Syndicate

I recommend that you lose no time in going to see this delightful human interest drama. -Louella O. Parsons, Universal Servi

All America will want to see this Selznick hit. Perhaps the great American novel may never have been written, but at last the great story of Hollywood has been screened by David O. -Ted Magee, Screen Book

Magnificently produced by David O. Selznick ... Sympathetically acted ... Vigorously directed ... Something every cinema devotee will clamor to see.

-Harry Mines, Los Angeles

Selznick International's "A STAR IS BORN" is the best color picture ever made . . . It is the best picture on Hollywood ever made . . . It is one of the best pictures ever made i season resplendent with pretentious films.

-Clark Wales, Detroit Free Press

This Selznick International Producti is destined to make box office history . . . Of universal appeal to all classes of entertainment -Ivan Spear, Associated Publi

David O. Selznick has given the industry one one of its most outstanding films . . . In "A STAR IS BORN" he has a masterful production ... Brilliant action ... Triumph at the box office. -Joe Blair, Hollywood Moti icture Revi

A powerful picture which David O. Selznick has given grand producti ... Fredric March gives the most real performances I have ever seen.

-W. E. Oliver, Los Angeles Herald-Express

Close to the heart of all movie fans . . . Tailormade for millions interested in Hollywood ... David O. Selznick's swell picture that will swell box office receipts in any man's theatre.

-Warren Stokes, Jay Emanuel Publicati

A thoroughly enjoyable picture . . . I liked everything . . . Best picture ever done in Techicolor . . . Starts Janet Gaynor anew . . . Fredric March grand.

-Sidney Skolsky, N. Y. Daily News Chicago Tribune Syndicat

David O. Selznick's veritable epic of Celluloidi ... Will interest all audiences.

-Edwin Schallert, Los Angeles Ti

SELZNICK INTERNATIONAL

The First Modern Picture in TECHNICOLOR with

ADOLPHE MENJOU . MAY ROBSON ANDY DEVINE . LIONEL STANDER

Produced by DAVID O. SELZNICK



Inside Stuff—Pictures

Publicity chief at major studio on the Coast, who has been at the plant less than a year and foreign to the work when he took the job, has tried to make himself unusually important since he has struck the fancy of the top exec on the lot. Latter saw some rushes of a picture now in work, with the p.a. also present. After the showing the studio press agent sought out the associate producer on the film and told him unqualifiedly that, so the picture would be one of the important ones to come from the lot, it must be properly cut and edited. Whereupon he proceeded to tell him stormed. The p.a. still does not know that he was told off by the producer who do it in three-syllable words that undoubtedly went over his cranium. However, this is only one of the instances where the p.a. talked out of turn with plenty being piled up by various studio exces to tell his chieftain when the latter hits the Coast shortly about the chap's incli-

Reception of Metro's 'Night Must Fall' convinced studio heads that almost any story will go if the right producer is available and will give it the right treatment. Though publicity credits Robert Montgomery, who stars in the piece, as responsible for production of the horror-meller, Hunt Stromberg really made the big decision which made the pic possible. Due to ' ight's 'success' there has been a general dusting-off of old scripts and where all producers say no soap the scripts are put into circulation elsewhere.

In this vein Metro talked a trade of 'Her Cardboard Lover' to David O. Selznick for Selznick's 'Eet Me Live'. Selznick liked the idea so much he oversold and now MGM is going to remake the piece itself. Selznick ill do 'Let Me Live' with Fredric March unless he can trade it for someling more to his liking elsewhere.

After several years of elaborate preparation, production of visual-education pictures has been intensified this year by ERPI Pictures Consultants, the educational division of Electrical Research Products, Inc. Any thought for the present of a systematic method of distribution has been sidetracked for the next year or 18 months in favor of concentrating on the actual making of these subjects.

Recently estimated that ERPI had expended in excess of \$5,000,000 in developing its elaborate and comprehensive library of educational subjects, all of which are designed for classroom work. Since the bulk of this has been spent in research and colating subject matter with the most often used text books, it is believed that this amount will be nearly doubled before a library of film subjects of the type desired will have been rounded out.

Current engagement of 'The Wave' at the Filmarte, N. Y., icially sponsored by Frontier Films, non-profit, 'liberal' pix producing group, Was booked direct from commercial distributor. Frontier Films, however, is actively plugging the pic, ing bally circulars from group's head-

uarters. Frontier interest in 'The Wave' is due primarily to fact that Paul Strand, rontier prez, had major hand in film's production. Added reason is pic's ro-labor viewpoint. 'The Wave' deals with labor struggle of fishermen h Mexican seacoast village.

After-effect of Par's trek to Sun Valley, Idaho, to shoot I Met im in Paris, has been the loss of a scenic designer and a horse-wrangler signer stayed on to make a Swiss Village for Averill Harriman's winter resort and the horse wrangler landed a job to train a stable for the millionaire. In return studio got eight Austrian ski experts, and they received are now walking Hollywood boulevard and wondering what they've come for, Retakes of skating sequences on a local indoor rink may give them a few days' work, but outside of that nothi sight but a long hot summer.

Professional feature picture scripts now are being employed by the course in Cinema Appreciation at Syracuse University. Prof. Sawyer Falk's class employs them, lab fashion, to assist students in analyzing films shown them at the Civic University theatre. They view the pictures after going over scripts to see how dialog and stage directions are transferred to the screen. First scripts used in class work were 'Lady' for a Day,' Story of Louis Pasteur,' Little Women' and 'It Happened One Night.' About 90 students taki course.

Paul Panzer, veteran screen actor, and for past three years under contract to Warner Bros., wants the world to know he is not the Paul Pantzer who died in New York April 11. Deceased, Panzer states, was Paul Pantzer, of the veteran acrobatic Pantzer trio, for many years in vaude ville, but never identified with the screen. Other members of the trick were Otto and Willie Pantzer. were Otto and Willie Pantzer.

Coronation newsreel coverage will probably not develop into any race. The Hindenburg shipment of the May 12 ceremonials in London is out because the Zepp's sailings don't coincide. The transatlantic plane race also looks cold and the American newsreels covering the Coronation will probably check their desires for a scoop by doing an intensive job, i-vidually, and then shipping over on the first liners.

Hollywood at times goes out of its way to obtain talent for films but often scouts fail to notice comers right at their very portals. Recently Ann-Miller, a dancer in San Francisco, was signed to an RKO contract. Studio bragged about the discovery but failed to say anything about the gal appearing at the Club Casanova in Hollywood for five weeks before taking the Frisco job.

new demand for unknown scripts for talent tests is the result of the insistence by certain casting departments in the east that each candidate for a screen test have an individual script, calculated to bring out the most linent characteristics of the testee. Talent excess believe that special scripts can best project the candidate's qualifications.

For trade reasons, Alexander Korda and his brother, Zoltan, who directs are assuming nom-de-pix on distribution of Forever Yours' which Grand National will release in May. The producer to be credited, instead of Korda, ill be Alberto Giacalone while director credit, instead of Korda, ill be Stanley Irving. Pieture stars Benjamino.

York's World Fair wants a new tag for its mile-long amusement Perley Boone, head of exploitation and promotion for the 1939 show, is looking for a suitable and regional title so that it will not be called either the midway or the pike.

New wrinkle to help Chicago apartment hunters find convenient locations has been developed by Balaban & Katz which is using as many as 32 insertions per page in classified columns of Herald & Examiner, reading Balaban & Katz Air Conditioned Theatre is near above apartment.

Deal is understood in progress between John M. Stahl and Universal for a oite-picture producer-director assignment. Stahl's Metro contract, where he is presently supervising the editing of his picture. 'Parnell,' peri its him to go off the lot for an outside production.

Among the nominees for board of directors named by committee for coming annual election of the Screen Actors' Guild are three former members of the opposition group of Actors' Equity. Include J. Edward Bromberg, Russell Hicks and Victor Kilian.

RKO Radio studio is currently hitting an all-ti aving 52 writers working at studio on 31 scripts.

Grammarian Usher

Usher at ity Music Hall, M. Y., went into action ith his pocket spotlight to help Variety reporter locate rubber overshoes which were kicked around by customers, Finally located, usher said: 'Are these they?'

Variety man fainted.

MULTIPLE PIX **NEGS VIA NEW** E.K. PROCESS

Demonstrations made last week of a new super-fine grain stock, to be marketed shortly by Eastman Kodak, were so successful that at least two major producing companies im-mediately evidenced interest and in-tention of adapt it for general use. New stock enables producers

use. New stock enables producers to make any number of dupe negatives that are faultless reproductions of the ori inal master negative. Savi in cost, convenience and in expediting the more general release feature pictures are wrapped up in the new discovery, in the opi ion of trade experts. New refined stock enables a film company to take of counters with a personner.

the opi ion of trade experts. New refined stock enables a film company to take off countless dupe negatives from the master negative so that these dupes can be shipped to various localities and made to serve as master negs. From these, the usual positive prints, can be made. Currently, icture companies send dupe prints abroad from which a dupe negative is reproduced, with the positive prints taken from it. New processed grain stock makes a far superior duped master and eliminates the necessity of making any lavender prints from the master negative. It also enables the picture companies to retai the ori inal master negative in the vault.

One novel innovation is that the duped negative is made directly at the studio by means of the printing machine, which does not introduce the factor of having more light in projection on too numerously duped prints.

H'wood Studio Retains Control of Talisman

Upon declaration in court that it is solvent and able to care for bills, Federal Judge Paul J. McCormick ruled that Hollywood Studios, Inc., could continue in possession of the Old Talisman Studios. Company paid \$4,500 i

The judge specified that acceptance of rent from indies was without prejudice as to Talisman's action to regain possession of the rental property.

S.E.C. Stymie on Condor Stock 1st Application of Law to Pix

Liberty Pix Agrees Not To Adv. Zona Gale's Name

Li ictures Corp. was perpetually enjoined last week by N. Y. Federal Judge Patterson from using the name of Zona Gale, the author, or referring to her story. The Way, in advertising the iberty picture, When Strangers Meet. Understood Liberty consented to the permanent stay, thereby settling further court action of the plaintilf who had also sued for an accounting and damages on the picture. on the picture.
Miss Gale wrote 'The Way' in 1908.

Miss Gale wrote 'The Way' in 1908. It was published in the Broadway Magazine. Liberty contended it had bought rights to the title from the magazi and therefore was privileged to use it for promotion purposes. It did by inferring in ads that 'When Strangers Meet' was is spired by plaintiff's story. She claimed this reference decreased her chances of receiving a lucrative of chances of receiving a lucrative of-fer for icture ri to her own

NUDIST FILM CAUSES NEWARK MGR. ARREST

Arthur Collins will direct Paradise Island for Monogram Pictures. Producti is expected to start May 1 when Dorothy Reid, associate producer, returns from Samoa where

Jack Otterson at Par

Jack Otterson has joined Paramount as an associate of Hans Dreier, head of the art department. Otterson recently left the art staff at Universal.

Newark, April 27.

Elysia, film nudism, was seized by the police Saturday (24) afternoon, 10 days after pix started its run at the Little. Sidney Franklin, proprietor, and staff were arrested on charge of showing indeent pix. Complaints made by unidentified church and civic organizations, according to vague report on part of police.

Film, which contains about 15 minutes of activities at Elysian Fields, California nudist camp, was rated as dull by local critics. This delayed action on the part of the local censor may be the needed lim, if allowed to continue, which seems highly probable. Newark, April 27

Collins On Mono Pic

ducer, returns from Samoa wins-she is obtaining background shots. Warren Hull, Movita, Oscar Apfel and William Davidson have been

'Overage' and 'Allocation' m Film Contracts a Puzzle to N. Y. Courts

The motion picture industry has perfected a language distinctly different from English as ordinarily spoken; and written, the New York state court of appeals declares in a recent opinion of a film case. In the court's opi which was written by Judge Irving Lehman, it is stated, The parties who made this contract (Fox Film vs. Springer & Cocalls) presumably understood the meaning of the words they used. The court, however, must be made literate in a language in which it is now unschooled.

An appeal was taken by Phillips

erate in a language in which it is now unschooled."

An appeal was taken by Phillips & Nizer, in behalf of Fox Film, from pict in which dismissed a bill of complaint brought by Fox against the N. Y. theatroperators for alleged failure to fulfill a contract for exhi ition of pictures of the 1933-34 season.

In the contract, which was for the exhi ition of 58 films in the Springer & Cocalis and Consolidated Theatron, it was specified that the price for the films was to be \$2,750 per picture, knd for the exhi ition of 30 houses; the j' ividual allocations, however, to be made by Fox.

There also was a typewritten clause, added to the printed form of contract, which covered special terms of six pictures of the group. The issue before the court of ap-

peals was an interpretation of this added clause, reading as follows:
'On six pictures allocated by Fox, Fox is to receive 50% overage after the theatre has received as 50% profit what Fox received as film rental. Expenses are to be on the basis of 1.10th week-days, 2-10ths: Saturday and 3-10ths Sunday. These six pictures are to be played 3 or 5 days for weekends, depending on the house policy.'

policy.

Appearing before the court Louis Nizer, for Fox, contended that the provision called for settlement of iterates and the provision called for settlement of iterates and the reach of the six pictures was played. Kelly & Concelly, representing the exhibitors, argued that settlement was deferred until all six pictures had been played. The court stated that it was schooled in the motion picture meaning of 'overage' and 'allocate'. On this point the opinion said: 'The courts endeavor to apply the definitions accepted by both parties, though such definitions may be unknown to lexicographers. The parties may, if they choose, use their own known to textcographers. The parties may, if they choose, use their own special dictionaries; but when they ask the uninitiated to construe their contracts 'they must furnish them with dictionaries they have used. They have not done so in this case. 'Appeal granted and case ordered to trial.'

Washington, April 27.

irst application of the Securiti
Law to the film industry was
prospect today (Tuesday) following,
findings by Securities and Exchange Commission exami that
Condor Pictures withheld information for potential investors in
asking registration for more than
\$1.000,000 worth of stock.
Upholding charges preferred by
Commish, Examiner ichard Townsend reported that Condor omitted
inecessary facts and gave misleading
appearance in explaining arrangements made for studio space; the
West Coast. Case now goes befor
the full Commish, which probably
will be urged by attoricys to issue
a stop order banning sale of tickets
until desired information is forthcoming.
Primary questi was whether

coming.

Primary questi was whether

Condor made full and complete dis-Condor made full and complete dis-closure, required by truth-in-securi-ties law, about rental agreements for Western Service Studios, After analyzing registration statement, prospectus and company explanation, examiner reported the registration statement of Condor Pictures, Inc., contains untrue statements of ma-terial facts and omits to state ma-terial facts required to be stated therein and material facts necessary to make the statements therein not misleading. statement.

to make the statements therein not misleading.

In various amendments to regition plea. Condor said it owns no studios, but carries on production by refiting use of studio and equipment at REO Pathe studio and by renting Western Service Studios from Grand National Films. Rent in each case was \$350 per shooting day.

Rental Studio Space

Rental Studie Space

Bental Studie Space

Discussing actual arrangements, examiner said, impression given investor that \$350 rental is sole charge for equipment and facilities, as well as space. Company did not reveal requirement to pay half-rental when working on location. Lease also involves substantial additional charges for lights, sound equipment, cameras and other facilities. Registration did not disclose that added cost for sound equipment for films costing over \$50,000 would be absorbed i reduced rentals while on location. The lease does not definitely determine whether the specified sums payable by the lessee for additional equipment, facilities and services are payable as rent or mere separate, distinct, personal covenants on the part of the lessee to make the payments independent of the reserved rent, said Townsend. To disclose to the investor that the rental payment is \$350 per day and to fail to disclose to the investor that the rental payment is \$350 per day and to fail to disclose the additional rental of facilities, equipment, etc., may have a tendency to be misleading. Other points which the examiner stressed were failure of Condor to reveal understanding that Western Service Studios will be used minimum of 100 days annually or to admit that no lease actually has been negotiated.

derstanding that Western Service Studios will be used minimum of 190 days annually or to admit that no lease actually has been negotiated. Townsend remarked that revised lease has not been signed and Condor is not yet freed from 100-day requirement. Added that Condor has only contract to sign a lease. The full details of the lease had not been negotiated and when drafted the lease itself varied from the original understanding. The variations between the lease as executed are now being negotiated. Townsend sai

\$83,330 Default Commish Award Vs. Alex. D'Arcy

Award Vs. Alex. D'Arcy
A default judgment for \$23,330 was
awarded Sylvia Saunders, agent, by
N. Y. Supreme Court Justice William
T. Collins Monday (28) against Alexander D'Arcy Warner Bros, feature
actor, who failed to appear when the
trial of the action was called. Miss
Saunders claimed this amount which
included interest was due her under
a contract as D'Arcy's manager after
she had negotiated deal, with
Warners last spring. Under hec
agreement she was to get 25°, of his
carnings. She claimed he ran out on
the agreement before the first year
expired.

me agreement school and the was instrumental in bringing D'Arcy to Hollywood from France after he had clicked in the picture, 'Carnival of, Flanders.' She induced Warners to sign hi to a term contract which stipulated she was to represent him during the run of the agreement, His last picture was 'Stolen Holiday' in which Kay Francis starred. Gustavus A. Rogers ared for Miss Saunders.

WOMAN CHASES MAN"

SAMUEL GOLDWYN'S "WOMAN CHASES MAN" IS ONE OF THE MOST SUC-CESSFUL OF THE HILARIOUS FARCES THAT HAVE COME OUT OF HOLLY-WOOD SO FAR. - Douglas W. Churchill, Hollywood Correspondent, N. Y. Times

"WOMAN CHASES MAN" DOWN ONE OF IT'S A NUTSY HOUSE OF

HOLLYWOOD'S GOOFIEST PATHS OF MERRI-FUN. - Jimmy Starr, Los Angeles Herald & Express

IS "WOMAN A THOROUGHLY MAD PICTURE OF THE FARCE TYPE (WHAT A TITLE) ... WILL PROVE LAUGH-INSPIRING. ... HIGHLY AMUSING. **CHASES MAN"** -Los Angeles Times

"WOMAN CHASES MAN" SWELL... PACKED WITH LAUGHS...THE KIND OF MAD FARCE SPELLS PLENTY OF BOX-OFFICE THESE DAYS...THIS SAMUEL GOLDWYN PRODUCTION USUAL HIGH STANDARD AND KEYED TO POPULAR ENTERTAINMENT LEVELS.

Reporter

SPLENDID SHOWMANSHIP AND FIRE AUDIENCE STUFF ANY OF JOYOUS, INFECTIOUS

A CRAFTSMANSHIP COMBINE TO WHERE, FOR IT BELONGS UNMIS COMEDY WHICH GETS ITSELF

TAKABLY TO THAT BRAND WIDELY RECOMMENDED

AND PROSPEROUSLY PATRONIZED.

- Daily Variety

SAMUEL HOPKINS

"WOMAN CHASES MAN" IS A RIOT OF MADNESS WITH MIRIAM PROVING MY FAVORITE ZANY. - Elizabeth Wilson, Silver Screen

CAL ENTERTAINMENT THAT GIVES MIRIAM HOPKINS AND JOEL McCREA A CHANCE TO DISPLAY THEIR LIGHT COMEDY TALENTS IS SAMUEL GOLDWYN'S "WOMAN CHASES MAN." - Sheilah Graham, North American Newspaper Alliance

HILARIOUS IN THE EXTREME, SAMUEL GOLDWYN'S "WOMAN CHASES MAN" IS A WORTHY COMEDY SUCCESSOR TO HIS LONG LINE OF HITS. -Leo Townsend, Western Editor, Modern Screen

SAMUEL GOLDWYN'S SUPERB COMEDY "WOMAN CHASES MAN" GIVES YOU ALL THE CLAUGHS YOU CAN HANDLE ... JOEL McCREA COMEDIAN OF EXCELLENCE. -Ted Magee

HOPKINS - JOEL McCRI

RIGHT INTO YOUR THEATI

Screenbook Magazine

WAKE UP AND LIVE (MUSICAL)

20th Century-Fox release of Darryl F, Zanuck production; Kenneth MacGowan, associate producer, Features water, Wilschell, Ned Sparto, Jack Haley. Directed Fox Sparto, Jack Haley. Directed Sparto, Jack Haley. Directed Company of the Company of the

mins.	
Walter Winchell Ben Bernie and Band	
nes Pornie and Band	Themselves
Ben Bernie and Band, Alice Huntley Patsy Kane	Alice Fave
Alice Hancies	Patsy Kelly
Steve Cluskey	Ned Sparke
Eddle Kane	Took Holey
Jean Roberts	Cross Prodley
Jean Roberts	Walter Catlett
Gus Avery	Waiter Catiett
Herman	Douglas Fowley
James Stratton	Miles manuer
James Stratton	Condos Bros.
Wolde Peebles	. tienne Girardot
Waldo Peebles McCabe	Paul Hurst
Athore	Charles Williams
Alberts 1st Gunman	Warren Hymer
urphy	Ed Gargan
urphy	William Demarest
ttendants	John Sheehan
	neemary Glosz

Wake Up and Live' is a sock picture because it is thoroughly satisfying alim entertainment. Off the screen it has, perhaps, the most auspicious buildrup ever attendant to any motion picture production—a well publicized and thoroughly familiar pseudo-feud between Walter Winchell and Ben Bernie, the cart burgers of the strongers of the strongers of the strongers of the strongers of the stronger of

word as The Phantom Crooner.'
Both Miss Faye and Haley are capital as the love interest, former never dooking better and now handling light emotional scenes with conviction. For Stales this picture-to-reable comment in film circles. It's converse to the stage's best light converse the stage's best light comedians before going to the Coast. New years ago. Didn't anybody see Sisting Pretty Didn't All Sisting Pretty Didn't Didn't All Sisting Pretty Didn't Didn't

Gordon and Revel songs, of which there are nine. While sounding like thore are not between the transparent of the thore are made to fit to make the transparent of th

and its personnel, and the like, will appeal.

For the trade, too, the whammo off-screen singing of radio's Buddy.

For the trade, too, the whammo off-screen singing of radio's Buddy.

Clark for Jack Haley will impress. There's no billing for Clark, of CIBS.

For the trude also mit and the commercial subject for study, since it hooks up so well. Now there may be a problem as to Haley's future singing voice for films.

To the songs, Lull in My Life, of the songs, Lull in My Life, and the songs, and Bubbling Over, are the most commercial. The sales, "Muchacha" (Leah Rays line, opportunity) and the others are incidentals. And, incidental to these minor tunes, crops up still another professional incety the actual whould be a substituted trade the commercial whose programs on the air (now of course, American Can, but still a malt production, yet never obtracts of the song malt production, yet never obtracts in the seeming ty included, to the song malt production, yet never obtracts in the seeming ty included, to winchell's column. He should ask Mearst for a raise on this film alone.

Wake Up and Live' will put no inclure audience to sleep. Abel.

A STAR IS BORN

A STAR IS BORN

(IN COLOR)

United Artista release of Setznick International production. Produced by David OS Setznick International production. Produced by David OS Setznick. Stars Janet Gaynor and Predict March. Directed by William Advanced Color of Chednicolor by Landing Gaynor. Robert Carson, Definition of Chednicolor by Landing Geets, Jack Coagrove; Hall C. Kern, film feets, Jack Coagrove; Hall C. Kern, districted and the Color of Chednicolor by Landing Geets, Jack Coagrove; Hall C. Kern, districted and the Color of Chednicolor by Landing Geets, Jack Coagrove; Hall C. Kern, districted and the Color of Chednicolor by Landing Geets, Jack Coagrove; Hall C. Kern, districted and the Color of Chednicolor of Chednicolor by Landing Geets, Jack Coagrove; Hall C. Kern, districted and the Chednicolor of Chednic

A smash which unquestionably will rate among the half dozen best of the season.

Excellent production values, including a good color job, with a well told story against a background of Hollywood and the picture business. It is fine picture making. Theatres can go in for heavy advance advertising, and arrange to hold the film season which everyone will want to see and will talk about.

Although not the first film which has attempted to capitalize the international reputation of Hollywood, it is unquestionably the most effective one yet made. The highly commendable results are achieved with a minimum of satiric hokum and a maximum of honest story telling. Holly wong time at the butt of many a stage farce. A Star Is Born' is a compelling and moving reply in which the people of the studios are opportanged as human beings.

While the story is somewhat reminiscent of other behind-the-scene yarns, the manner of its telling makes it convincing and distinguished.

The star of the color o

Miniature Reviews

Wake Up and Live' (20th-Fox), Surefire filmusical with Winchell and Bernie.
'A Star is Born' (UA), Janet Gaynor and Fredric March in a smash. Disproves the tradition that good pictures can't be made with a Hollywood back-round.

made with a Hollywood back-round.

The Good Old (MG):
Wallace Beery in a home folksy story: Should do okay.

Thunder in City' (Col). Edward G. Robinson, in a suc-cess-love story that manages to be diverting enough to deserve fair grosses or bit better.

Too Many Wives' (Radio). Feeble little farce lacking ac-tion or sustained interest. No names and strictly divides.

names and strictly dualer.

'Girl Loves Boy' (GN). Weak
romance featuring Eric Linden
and Cecilia Parker; for the
duals and not very promising

duais and there.

Mama Steps (Metro).

Fair film, well played, but hardly strong enough to solo.

Alice Brady and Guy Kibbee

may be said for March and the man-ner in which he plays the passe star, Norman Maine. He creates a finely drawn portrall-of weakness without victousness, a demoralization which reminds of Hurstwood in Dreiser's 'Sister Carrie.'

Others in the cast also are excel-

viciousness, a 'demoralization' which reminds of Hurstwood in Dreiser's 'Sister Carrie'.

Others in the cast also are excellent, including Adolphe Menjou, who plays a producer; Lionel Stander, as a studio publicity man; Andy Devine, an assistant director, and May Robson, who sets the key for the story in the opening sequences when she gives her granddaughter (Miss Gaynor) the cash to pay for the Hollywood trip, and in the end when the continue of the story. The continue of the Hollywood trip, and in the lower wife to continue or all meartners with the continue of the cast of

THE GOOD OLD SOAK

Metro-Goldwyn-Mayer release of Harry Ragg production. Stars Wallace Becry, Dirocted by J. Walter Ruben. Based on Don Marquis play 'The Old Soak.' Adapted by A. E. Thomas. Camera, Clyde DeVinna, At Capitol. N. Y., week April '22, '37, Running time, 67 minutes.

Clem Hawley	Wallace Beery !
Nellie	I'na Merkel
Clemmie Hawley	Eric Linden
Ina	Judith Barrett
Lucy	Bctty Furness
Al Simmons	Ted Healy
Matiida Hawley	Janet Beecher
Kennedy	.George Sidney
Webster	Robert McWade
Tom	James Bush
Minnie a	rgaret Hundlton

Main Street. Miss Barrett is a looker and handles herself smartly. Ted Healy is the bootlegger (tits pre-repeal) wno makes famous the phrase, 'Als here.' It is amiable red-noked slapstick. Picture also is probably the shortest feature the Capitol has had in months. Land.

Thunder in the City

(BRITISH-MADE)
Columbia release of Atlantic production.
Stars Zdiward G. Robinson, Prentures Laid
Destr, Igel Bruce, Constance Collect,
Rathin Enchangeson, Prentures Laid
Branch Collect,
Rathin Enchangeson, Prentures Laid
Wood, Alen Kundel, Akos Tolanyz, film edittor, Arth. Illon; chmera, Al Gilks and
Ned Maun, Al Criterion, N.-Y., week April
2, 'Jr., Running time, 88 miles

Dan Armstrong	Edward G. Robinson
Lady Patricia	Tall Deste
The Duke of Glenn	Von
The Duchess of Gl	lenavonConstance Collier
Henry Manuingda	le Ralph Richardson
Lady Challoner	Annie Icamond
Sir Peter Challond	r Arthur Wontner
Dolly	Elizabeth Inglis
James	
Edna	Nancy Burne
Bill	Dilly Bray
Snyderilu	James Carow
Millie	everley Gregg
Tille a latest ter	Anna de La Companya del Companya de la Companya del Companya de la

Smyderine Janues Convo. Millie Vertex Gregs

It's a highly fantastic success story around an American in 90-getter; it's until the property of the property and the production of the production of the production of the production of the production superiority and it's unlikely to do better than fair; but Thunder in the City. In many ways makes itself quite likable. The Robinson name should materially contribute to its chances for profit on this side, though not deserving to be big.

For a long time, Robinson has wanted to do something lighter than swanted to do something lighter than years of the production of the property of the production of the produ

Horatio Algerian hero is sufficient to the desired happy ending is, there, however. Three writers prepared the script, headed by Robert Sherwood and including Aben. Kandel as well as Akos Tolnay. They have written much smart dialog into the picture and provided numerous comedy situations, which are ably maneuvered by Director Marlon Gering. These situations, albeit fantastic, together with the crispness of dialog and the good performances go a long way towards making Thunder an agree situations, albeit fantastic, together with the crispness of dialog and the good performances go a long way towards making Thunder an agree with a contract of the completion of this picture and is under contract to Columbia, She is a ly vienness with a pleasant but very slight accent. Miss Deste looks to have the goods besides having the looks. Two who contribute much are Nigel Bruce-and Constance Collier (also of Hollywood), who play a duke and duchess, respectively. Raiph Richardson renders a good job of it as a British banker.

TOO MANY WIVES

RKO-Radio release of William Slatron production, Features Barbara Pepper, Anne Shirley, John Morley, Gene Lock-hart. Directed by Ren Holmes, Serein-phy, Dorothy Yost, Lois Eby, John Grey, story by Richard English; camera, Nick Musarca, At Colonial, N. Y., April 21-

22, (, itunning time, 61 mins.	
Parry TrentJoh	Morle
Winified Juc Anne	Shirle
Her Father	ackhar
Horatio Mansileld Dudley C	lement
His Secretary Barbara	Renne
Clabby Holden Frank	Melto

This film is crippled by faulty writing and mediocre direction; marred by primitive acting and absurd easting. Even excused as light comedy fare, Too Many Wives' is shallow entertainment. Duals only, and in it won't mean a great This picture is supposed to introduce John Morley as a find. Also serves to project Anne Shritley in different sort of roles. It fails in different sort of roles are roles and roles are rol

GIRL LOVES BOY

GIRL LOVES BOY

Gand National release of E. F. Zeldman

Gand National release of E. F. Zeldman

Parker, Directed by Duncan Maneffel, Sincy

by Karl Brown and Hinton Smith, screenplay, Duncan Maneffel and Carroll Ginplay, Duncan Manefeld and Carroll Ginplay, Duncan Manefeld and Carroll Gin
Brooklyn, double bill, week April 22, '37.

Robert Convad

Robert Convad

Robert Convad

Mrs. McCartiny

Mrs. McCartiny

Gus Wilkey

Ponny McCurelloy

Ned McCurelly

Ned McCurelly

Ned McCurelly

Ned McCurelly

Parson McCurelly

Parson McCurelly

Parson McCurelly

Parson Mocket

Lawyer-Mack

The McCarthy Pranen Necker McCarthy Pranen Necker McCarthy Pranen Necker McCarthy Necker Necker McCarthy Necker Necker McCarthy Necker Necker Necker McCarthy

THE WAVE

(Redes)

((Redes)

((MEXICAN MADE)

Garrison release of Carlos Chaves production. Directed by Fred Zinneman. Strand: Carlos Chaves, and Carlos Chaves, and Chaves, screen treatment. Henwar. Rodakewicz; photography, Faul Strand; cilitor, kiewicz photography, Faul Strand; cilitor, Los Liuwitz, and Livusitas; English tilles, John Dos Lasses, Los Hawitz, with native cast. At Filmarte, N. Y., week April 20, 37. Running time, 57 min. 57.

lievueitäs: English titles, John Doe Passen, ico Harwitz, with antive cast. At Pilling. The Titles of Tmins. week April 30, 3ff. Hunning time, 5f mins.

(In Mexican, With English Titles). Combo travelog and propaganda film, The Wave has been considerably salighed by tiberal elements and as aggregated to make the properties of the Titles. The properties of the Titles of the Titl

MAMA STEPS OUT

IMAMA STEPS OUT

Metro-Giddwyn-Mayer release of Joli

Metro-Giddwyn-Mayer release of Joli

Metro-Giddwyn-Mayer release of Joli

Metro-Giddwyn-Mayer (John College)

Fellow of John College of John College

From John College of John College

From John College of John College

Boonlief, Ad Mayfalir, N. X. April 23-24,

Leonnet Garbon Mass; Illin editor, George

Boonlief, Ad Mayfalir, N. X. April 23-24,

Leonnet Garbon Mass; Illin editor, George

Boonlief, Ad Mayfalir, N. X. April 23-24,

Leonnet Garbon Mass; Illin editor, George

John Charles of Mayfalir, N. X. April 23-24,

Leonnet Garbon Mass; Illin editor, George

John Charles of Mayfalir, N. X. April 23-24,

Leonnet Garbon Mass; May Gibb Garbon May

Aller Bridge

Add Cuppy Alleg Bridge

Add Cuppy Stanley Morale

Add Cuppy Stanley Morale

Add Cuppy Stanley Morale

First Green Carlotter

Mr. Sims Green Garbon Marris

Fellow May North

Fellow May North Perilie Fisher B.
Dmittl Gorea
Natiline Heat
Priest Adrienne
Adrienne Adrienne

certain amount of charm but little colored to be considered by the colored to be color

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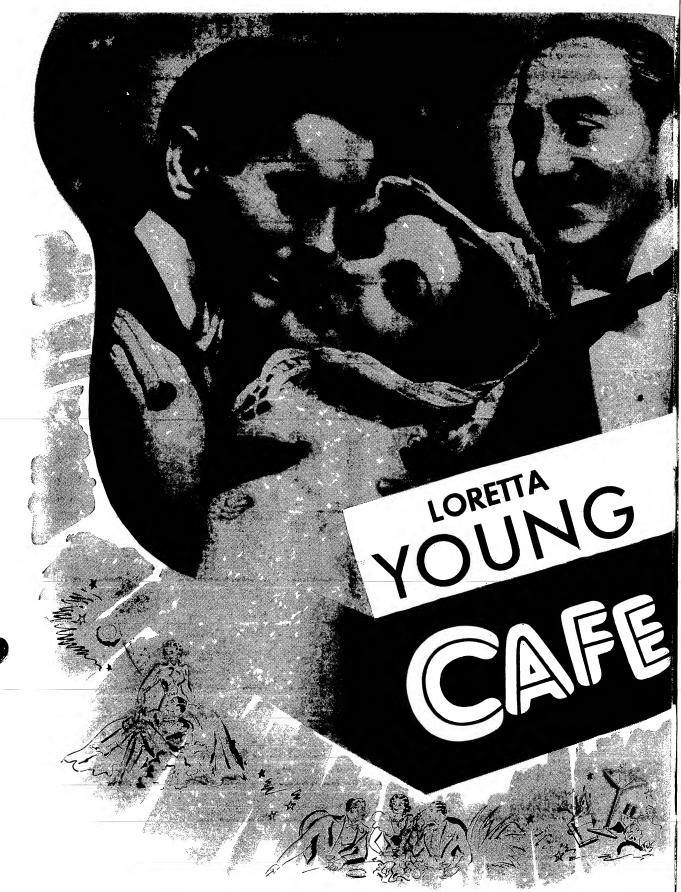
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FILM BOOKING CHART

(For information of theatre and film excli uge bookers, Variety presents a complete chart of feature releases of all the American distributing companie, for the current quarterly period. Date of the reviews as given in Variety and the running time of prints are included.)

ALL RIGHTS RESERVED.

	en e			ALL	RIGHTS RESERVED			
WEEK OF BELEASE				A.1				WHEN REVIEWED BY VARIETY
3/12/37	ROMANCE AND RICHES A FAMILY AFFAIR	G. Klement L. Hubbard-	GN MGM	Comedy Comedy	rant-Brian . Barrymore-S. Byington	Zeisler Sietz	56 67	1 1 1 1
	SWING HIGH, SWING LOW CRIME NOBODY SAW	Sam Marx A. Hornblow Par	Par Par	Musical Mystery	Lombard-MacMurray	M. Leisen C. Barton		4/21
	DON'T TELL THE WIFE FAIR WARNING	R. Sisk S. Wurtzel	RKO 20th	Comedy Mystery	Merkel-Kibbee raumberg-B. Furness	C. Cabanna N. Foster		2/24 3/24
3/19/37	TROUBLE IN MOBOCCO	WB Col	WB	Western Drama	D. Ferris Jack Holt	B. R. Eason E. Schoedsack	62	3/17
3/10/01	TROUBLE IN TEXAS PERSONAL PROPERTY	E. Finney W. Considi	GN MGM	Wester Drama	Tex Ritter Harlow-Taylor	R. N. Bradbury W. S. VanDyke	5.0	4/21
	HER HUSBAND LIES CHINA PASSAGE GET ALONG LITTLE DOGIES	P. Schulber Cliff Reid A. Schaefer	Par RKO Rep	Melodrama Western	Cortez-Patrick . Haworth-C. Worth Gene Autry	E. Ludwig E. Killy J. Kane		3/24 4/21
	BILL CRACKS DOWN TIME OUT FOR ROMANCE HER HUSBAND'S SECRETARY	W. Berke M. Feld WB	Rep 20th	Drama Rom-Coi	J. Withers-J. Allen C. Trevor-M. Whalen W. Hall-B. Roberts-J. Muir	W. Nigh M. St. Clair		
3/26/37	LET'S GET MARRIED 23½ HOURS' LEAVE	E. Riskin	Col	Rom-Com Com-Dr	Denny-Lupino	F. McDonald A. E. Green	· · · · · ·	4/14
	MAYTIME	D. McLean H. Stromberg A. Hornblow	GN MGM Par	Comedy Musical Musical	J. Ellison MacDonald-Eddy Crosby-Raye-B. Burns	J. G. Blyston R. Z. Leonar F. Tuttle		3/24 3/31
	WAIKIKI WEDDING QUALITY STREET TRAIL OF VENGEANCE	P. Berman A. W. Hackel	RKO Rep	Rom-Dr Com-Dr	Hepburn-Tone Travis-W. Livingston	G. Stevens S. Newfield		4/14
	SEVENTH HEAVEN WE HAVE OUR MOMENTS KING AND CHOBUS GIRL	R. Griffith C. Rogers M. LeRoy	20th U WB	Rom-Dr Rom-Com Musical	Simone-Stewart Dunn-Ellers ravet-Biondell	H. King A. L. Werker M. LeRoy		3/31
4/2/37	MOTOR MADNESS RACKETEERS IN EXILE		Col Tool	• Com-Dr Melodrama	D. Wilson-C. Quigley Bancroft-Venable	D. R. Lederman E. C. Kenton		4/14
	BACKSTAGE GIRL LOVES BOY	H. Wilcox B. Zeidman	GB GN	Drama Rom-Com	Nagel-Tracy E. Linden-C. Parker	H. Wilcox D. Mansfield		2/ 1.
	HITTIN THE TRAIL SONG OF THE CITY MAN WHO FOUND HIMSELF	E. Finney L. Hubbard C. Reid	MGM RKO	Western Drama Drama	Tex Ritter J. Dean-M. Lindsay Beal-P. Huston-J. Fontaine	R. N. Bradbury E. Taggert L. Landers		4/14
	LIGHTNING CRANDALL MIDNIGHT TAXI	W. Hackel M. Feld	Rep 20th	Western Melodrama	Bobby Steele	S. Newfield E. Forde		4/7
	HISTORY IS MADE AT NIGHT WHEN LOVE IS YOUNG MEN IN EXILE	W. Wanger R. Presnell WB	UA U WB	Rom-Com Rom-Com Drama	Boyer-Arthur V. Bruce-K. Taylor D. Purcell-J. Travls	F. Borzage H. Mohr J. Farrow		3/31 4/21
4/9/37	TWO GUN LAW THE GOLD BACKET	Col Condor	Col GN	. Western Melodrama	Charles Starrett C. Nagei-E. Hunt	L. Barsha L. Gasnier		
	GIRL FROM SCOTLAND YARD TOO MANY WIVES	E. Cohen W. Sistrom	Par RKO	Mystery Rom-Com Melodrama	K. Morley-R. Baldwin Shirley-J. Morley	R. Vignola B. Holmes		4/28
	SOLDIER AND LADY JIM HANVEY, DETECTIVE FIFTY ROADS TO TOWN	P. Berman A. E. Levoy R. Griffith	RKO Rep 20th	Melodrama Mystery Com-Dr	A. Walbrook-E. Allen Kibbee-T. Brown Ameche-Sothern	G. Nichols P. Rosen N. Taurog		4/14
A /10 /07	MARKED WOMAN TWO WHO DARED	WB E. Frenke	WB GN	Melodrama Drama	Davis-H. Begart Sten-Wilcoxen	L. Bacon E. Frenke		4/14
4/16/37	MAN IN THE MIRROR ROMEO AND JULIET	J. Hagen I. Thalberg	GN MGM	Comedy Rom-Com	E. E. Horton-G. Tobin Shearer-Howard Laurel-Hardy	M. Elvey G. Cukor		10/26/
	WAY OUT WEST HILLS OF OLD WYOMING INTERNES CAN'T TAKE MONEY	H. Roach H. Sherman B. Glazer	MGM Par Par	Comedy Western Drama	Laurel-Hardy William Boyd McCrea-Stanwyck	J. Horne N. Watt A. Santell		
	OUTCASTS OF POKER FLAT	R. Sisk W. Hackel B. Kelly	RKO Rep	Western Western	P. Foster-J. Muir J. M. Brown	C. Cabanne S. Newfield		
	NAVY BLUES STEP LIVELY, JEEVES UNDER THE RED BOBE	J. Stone R. T. Kane	Rep 20th 20th	Comedy Comedy Drama	C. Purcell-W. Hyme: Treacher-Ellls C. Veldt-R. Massey	R. Staub E. Forde V. Seastro		
	LET THEM LIVE THAT MAN'S HERE AGAIN CALL IT A DAY	E. Grainger WB WB	WB WB	Drama Comedy Comedy	J. Barrett-J. Howard-N. Gray M. McGuire-T. Brown De Haviland-Ian Hunter	H. Young L. King A. Mayo		4/21
4/23/37	I PROMISE TO PAY SPEED TO SPARE	M. Connolly R. Cohn	Col Col	Drama Melodrama Com-Dr	C. Morris-H. Mack-Carrillo C. Quigley-D. Wilson E. G. Robinson-L. Deste	D. R. Lederman L. Hillyer M. Gering	68	3/3
	THUNDER IN CITY SILENT BARRIERS KILLERS OF THE SEA	Atlantic GB R. Friedgen	GB GN	Drama Outdoor	R. Arien-L. Palmer	M. Rosner R. Friedgen		3/31
	GOOD OLD SOAK NOBODY'S BABY	H. Stromberg H. Roach R. Florey	MGM MGM Par	Drama Comedy Drama	W. Beery-J. Beecher P. Kelly-R. Armstrong A. Tamiroff-L. Nolan-C. Trevor Muni-Hopkins	R. Thorpe G. Meins Robert Flor		4/28
	KING OF GAMBLERS WOMAN I LOVE GUN SMOKE RANCH	A. Lewis S. Siegel	RKO Rep	Rom-Dr Western	Muni-Hopkins W. Livingston F. Langford-P. Regan	A. Litvak J. Kane G. Meins		4/21
	HIT PARADE WAKE UP AND LIVE IT HAPPENED OUT WEST	N. Levine K. MacGowan S. Lesser	Rep 20th 20th	Musical Musical Western	Wincheli-Bernie-Faye-Haley P. Kelly-J, Allen-J. Arthur	S. Lanfield H. Bretherton		4/28
	TOP OF THE TOWN	A. Korda L. Brock	UA. U U	Outdoor Musical Mystery	W. E. Halloway-D. J. Williams D. Nolan-G. Murphy-H. Herbert B. Karloff-J. Rogers	R. Flaherty R. Murphy		4/7 3/31 4/21
	NIGHT KEY MOUNTAIN JUSTICE	R. Presnell WB	WB	Mystery Melodrama	G. Brent-J. Hutchinson	L. Corrigan M. Curtiz		4/21
4/30/37	CRIMINALS OF THE AIR KING SOLOMON'S MINES	Col GB	Col GB	Action Spectacle	C. Quigley-M. Keith C. Hardwicke-R. Young-P. Robeson	C. Coleman Stevenson		
	JUGGERNAUT NIGHT MUST FALL	J. Hagen H. Rapi	GN MGM	Melodrai Comedy	Boris Karloff R. Montgomery-R. Russell	H. Edwards J. W. Ruben L. McCarey		
	MAKE WAY FOR TOMORROW SHALL WE DANCE? ROOTIN' TOOTIN' RHYTHM	P. Berman A. Schaefer	RKO Rep	Musical Western	Astaire-Rogers Gene Autry-Armida	M. Sandrich M. E. Wright E. Forde		
	ROOTIN' TOOTIN' RHYTHM ESCAPE FROM LOVE THAT I MAY LIVE A STAR IS BORN	L. Landau S. Wurtzel D. Selznick	20th 20th UA	Rom-Com Rom-Dr Rom-Dr,	G. Stuart-M. Whalen R. Hudson-Robert Kent Gaynor-March	E. Forde Allan Dwan W. Wellman		4/28
	KNIGHT WITHOUT ARMOR CALIFORNIA STRAIGHT AHEAD	A. Korda T. Carr WB	UA U	Rom-Dr.	Dietrich-Donat	J. Feyder A. Lubin		-7,7-0
- 0	MELODY FOR TWO	WB	WB WB	Drama Musical	P. O'Brien-H. Fonda J. Melton-P. Elils	R. Enright Louis King	مستعديبيت	خيد سبب
5/7/37	FRAME UP THEY GAVE HIM A GUN GUN LORDS OF STIRRUP BASIN	R. Cohn H. Rapf A. W. Hackel	MGM Rep	Com-Dr Rom-Dr Western	P. Kelly-J. Wells Tracy-Tone-G. George Bobby Stecie	D. R. Lederman W. S. VanDyke S. Newfield		
	WOMAN CHASES MAN	N. Johnson S. Goldwyn	20th UA	Com-Dr Comedy	A. Menjou-L. Young Hopkins-McCrea	E. H. Griffith John Blystone		
 	AS GOOD AS MARRIED PRINCE AND PAUPER	E. M. Asher WB	WB	Com-Dr Rom-Dr.	J. Boles-D. Nolan E. Flynn-Mauch Twins	E. Buzzell W. Keighley		
5/14/37	VENUS MAKES TROUBLE NON-STOP NEW YORK FOREVER YOURS	W. McDonald GB Iberto Giacalone	GB GN	Com-Dr Drama Musical	J. Dunn-P. Eilis Lec-J. Loder-D. Tester Beniamino Gigli	G. Wiles Stevenson tanley Irving		
	THIRTEENTH CHAIR NIGHT OF MYSTERY	J. J. Cohn Par	MGM Par	Melodrama Rom-Com	M. Evans-H. Danieli R. Karns-H. Burgess	G. Sietz E. A. Dupont		
	YOU CAN'T BUY LUCK TOAST OF NEW YORK AFFAIRS OF CAPPY RICKS	M. Cohen E. Small B. Keily	RKO RKO Rep	Comedy Dram Com	O. Stevens-H. Mack E. Arnold-C. Grant W. Brennan-M. Brian	L. Lander. R. V. Lee		
	MICHAEL O'HALLORAN GREAT HOSPITAL MYSTERY	H. Schlom	Rep 20th 20th	Rom-Dr Mystery	W. Gibson-Jackie Moran J. Darwell-S. Rumann			
	DAVID HARUM (REISSUE) LOVE FROM A STRANGER WINGS OVER HONOLULU	S. Wurtzel M. Schach E. M. Asher WB	UA	Comedy Melodram Rom-Dr	W. Rogers-L. Dresser A. Harding-B. Rathbone R. Milland-W. Barrie			
	CHEROKEE STRIP DRAEGERMAN COURAGE	WB B. Foy	WB WB	Western Rom-Com	D. Foran-J. Bryan J. Muir-B. MacLane	<u></u>		
/21/37	DEVIL IS DRIVING SING, COWBOY, SING	Col E. Finney	Col GN	Moller Western	Dix-J. Perry Tex Ritter	Lachman N. Bradbury		- W.
	A DAY AT THE RACES TURN OFF THE MOON TOMORROW'S HEADLINES	L. Weingarten Miss Fanchon Ciril Reid	MGM Par RKO	Comedy Musical Com-Dr	Marx Bros, C. Ruggles-E. Whitney Lee Tracy-D. Gibson	S. Wood Lew Seiler R. Rosson		
	COME ON, COWBOYS CHARLIE CHAN AT OLYMPICS	Sol Siegel J. Stone	Rep 20th	Western Myster	. Livingston-R. Corrigan W. Oland-K. de Mille	Joe Kane Hum'stone		
	THE GO GETTER	Cosmo	WB	Rom-Dr	Brent-A. Louise	B. Berkeley		



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Advance Production Chart

Major studio production is being carried on with even keel, 45 films being before the cameras. During last two weeks 16 films have been previewed and readled for release. Total of 86 films is in the process of editing to be previewed. Survey shows that 19 ictures were put before the lenses during the last two weeks.

Warners, Universal, Buck Jones, 20th-Fox, Paramount and Hal Roach have washed up their 1936-37 schedules. Warners has completed 17 pic over the sked. Pictures previewed include: Grand National, two; Metro, three; Paramount, three; RKO-Radio, 20th-Fox, Warners, United Artists,

one each; Universal, four.

Greatest production activity is centered at Paramount with 12 under way; Columbia, with 1, and Warners with a similar number. Metro and RRO each have five in the hopper.

Studios have 101 films in various stages of preparation. Grand National hit zero last week without a production in work, but work on 10 yarns is being completed for them to go before the cameras. Republic with one and Universal with iwa also reached seasonal production lows. United Artists and 20th-Fox only have three each in production, but the latter has 10 yarns being readied for immediate work.

Columbia

Seven in work, 10 editing, 4 preparing. In work:

BLAZING GLORX, reported VARIETY March 31; **ONCE A HERO,** reported April 7.** GREES, GAN FLAX,** reported as MISS CASEX AT THE BATCH AS CYCLONE,** produced by Irving Brisk!

ACCIONE, produced by Irving Brisk!

**Startet, Barbara Weeks, Hai Taliaderro, Al Bridge, Dick Curtis, Jack Lipson, Art Mix.

**Story characterizes Starrett, hard-riding cowboy, entering Mesa, Ariz.

**Story characterizes Starrett, hard-riding cowboy, entering Mesa, Ariz.

**Form Texas where he has recently sold out his ranch. He is mystified by the glad-hand reception he receives from the citizeny—all strangers to the product of the stranger of of t

Grand National

None in work, 4 editing, 10 preparing: None started last Readied to start: THE SHADOW, SWEETHEART OF T... AVY, RIDER OF THE ROCKIES, SOMETHING TO SING ABOUT, SYNAMITE, KING OF THE SIERRAS, FACE THE FACTS, HONOLULU HONE, MOON, GRAND CANYON.

Metro

Five in work, 6 editing, 10 preparing. In work:

BROADWAY MELODY OF 1937, reported Variety, March 3; 'MADAME WALEWSKA,' reported March 10; 'THE EMPEROR'S CANDLE-STICKS' and 'TOPPER,' reported March 24. Started:

THE FIRELLY, produced by Hunt Stromberg, Goodrich, from adaptationar dure repuls by Albert 10; March 24. Started:

The Fire Fire Fire Year of the William of the Wale of the Wale

Paramount

Twelve in work, 11 editing, 10 preparing. In work:
"HIGH, WIDE AND HANDSOME," reported Variety, Jan. 13; MOUNTAIN
MUSIC," reported March 17; ANGEL, reported March 31; MIDNIGHT
MADONNA, reported April 7; LAST TRAIN FROM MADRID, THE
GREAT GAMBINI, and RUSTLERS VALLEY, reported April 14.

Started:
"EXCLUSIVE," produced by Benjamin Glazer, directed by Al Hall, no writing credits. Cast: Fred MacMurray, Lloyd Nolan, Frances Farmer, Fay Holden, Charles Ruggles, Horace MacMahon, Ralph Morgan, Irving

writing credits. Cast: Fred MacMurray, Lloyd Nolan, Frances Farmer, Fay Holden, Charles Ruggles, Horace MacMahon, Ralph Morgan, Irving Bacon.

Story hinges on racketeer taking over metropolitan newspaper. Frances Farmer, reporter, goes to work for Lloyd Nolan, gangster; who bought newspaper. MacMurray, assistant city editor, is having his difficultion with Molan, and Charle Ruggles irks him amount against a certain department at the constant of the control of the con

Story depicts leader of western gang killing U. S. agent and masquerading as him, thus enabling him to reap a better harvest in robbing banks. Romantic interest is carried through the story by John Patterson and June Mattel. Larry Crabbe and Sid Saylor set out to end the bank robberies. Extra the story of the story riminals.

Readied to start: ING," THIS WAY, PLEASE," 'THE

RKO-Radio

Fire in work, 12 editing, 10 preparing. In work: NEW FACES OF 1937, and MEXICAN QUARTER, "reported Vaniery April 7. Started: "VIVACIOUS LADY," produced by Pandro S. Berman, directed by George Stevens, original by I. A. R. Wylie. Cast: Ginger Rogers, James Stewart, James Ellison, Fay Bainter, Donald Crisp.
Stewart, James Ellison, Fay Bainter, Donald Crisp.
Story concerns James Stewart, professor-son of the dean of men at an eastern college. On a vacation trip he meets Ginger Rogers, showgirt, deckings. Miss Rogers fights off the blast, but fails to prevent Stewart from losing his professorship. Bride goes for dancing job in a nitery, in the meantime flow N. Y. and pater follows for the fadeout clinethes. "YOU CANT BEAT LOWE, produced by Robert Sisk, directed by Christy Cabanne, original by Olga Moore, screenolay by David Silverstein. Cast: "YOU CANT BEAT LOWE, produced by Robert Sisk, directed by Christy Cabanne, original by Olga Moore, screenolay by David Silverstein. Cast: Story deals with young townsman, prevailed by better element to run for mayor. His girl friend, however, is aligned with the opposition. While she is stumping the community for her candidate, the boy Triend unearths sufficient dops to produce the produce of the

Republic

One in work, 14 editing, 8 preparing. Started:

'RHYTHM IN THE CLOUDS', produced by Albert E. Levoy, directed by John Auer, original by George Mence and Ray Bond: screenplay, Olive Cooper; adaptation. Nathanael West. Cast: Patricia Ellis. Warren Hull, William Newell, Joyce Compton, Zeffie Tilbury, David Carlyle, Suzanne Kaaren, Richard Carle, Esther Howard.

Story describes Patricia Ellis as songwriter tossed out of her flat because she can't pay the rent. She takes a letter from a composer, rejecting her music, and removes all its contents with the exception of the signature. She forges a letter of introduction enabling her to occupy his apartment while he is absent from New York. Warren Hull, lyric writer, lives in adjoining apartment and a bitter feud is started, although they never see each other, over noises they make. She gains entree to a radio station and slaps the composer's name on the music as a collaborator. Songs click (Continued on page 29)

PRODUCTION TABLE

(This table shows number of features promised to be delivered to exhibitors by the major distributing organizations, and the independent producers contributing product to their producing organizations for the 1936-37 season.)

Producers and	Number		Pix now		to be placed before	in
contributing	of pix	com-		cutting		BIR-
	promised.					as. tion.
COLUMBIA	50	21	6	10	13	- 3
Larry Darmour	8	3	,1		4.	1
GRAND NATIONAL		18				10
METRO		. 23				10
Hal Roach		4				1.
PARAMOUNT	48					10
B. P. Schulberg						5 2
Emanuel Cohen						2
Harry Sherman	0					
Frank Lloyd.						
	5.					
David Loew						- 4
Sol Lesser	• •					i
REPUBLIC	••					10
A. d. Hackel						10
20TH CENTURY-FOX.						
Sol Lesser						
UNITED ARTISTS:	••.					
Samuel Goldwyn						
Walt r Wanger	• •					
Selznick						
E. Berger						
Criterion						
Korda London						
NIVERSAL				9	7 over	
Buck Jones				1.	1 over	
WARNERS				16	17 over	
		318		96		101
		0.0			9 over	

MORE BUILDING ON ALL FRONTS

Harry Brandt, president of the In-Harry Brandt, president of the Independent Theatre Owners Assn. who has built up a representation of houses for himself during the past years, headed by the Globe, N. Y., is building an undeterminumber of theatres in Greater York, where be obtained.

Interested financially with him in the building program a silent backer is Harry Kratzer, treasurer of the Julius Kayser firm, which manufactures stockings and women's apparel. First house i the Brandt building spree will be at 79th street and Third Ave.

April 27.

April 27.
Especially active in present building boom around here will be Great States circuit which is breaking ground for a 1,200-seat house at Pelti , Ill.; and a 900-seater at Normal, Ill. both to be built this summer, and completely installed with latest equipment. Circuit is also considering bankrolling similar houses in .St. Louis, Alton, and Belleville, with action to be taken them some time next week.

New house in West ninth, makes William Goldman chai one of strongest indie its vicinity of Phi House will 1,200-seater, to debut in ndle its House will to debut in

Y., April 27.

Fabian Theatres, Inc., added two Cohocs houses, one by purchase and the other by lease, and will build a third, a 1,300-seater. New house at Remsen and White streets to cost \$100,000, occupancy by Thanksgiving. Simon H. Fabian, head of the chain, closed for the purchase of the Majestic and lease of Rialto from Northern N. Y. Theatres, Inc. His concern now operates theatres in the neighboring cities of Troy, Albany and Schenectady.

Walkers' Memorial

lttsburgh, April 27.

William and Harry Walker, grandsons of one of Pittsburgh's most celebrated showmen, Harry Williams, operator of well-known music hall here in early part of century, are building a new nabe picture house in suburban Crafton, Pa, and will dedicate it to their grandfather and father. It'll be a modern 800-seater and present plan is to have if open by Sept. 1.

Theatre construction continuing to thrive in Pittsburgh district. Latest out-of-towner to get under way is Mary-Ann theatre in Burgettstown, Pa, operated by indie interests, which formally opened Saturday (24).

Pennsy-Jersey-Delaware Exhibs' Further Ideas

Philadelphi

Philadelphi
Campaign for change in form of film commitment contracts of indie exhibs will begin here before start of new selling season. Members of United Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware, meeting last Thursday (22) plained that under present fer they don't know what they're buying. They not only demand that contract carry number of pix, but also incorporate work-sheet, show ititles, stars, etc.
Organization also went on record against exchanges selling advance contracts before houses are built, especially where such houses would be in competish with old customers. Membership backed board of managers in censuring Columbia for providing pix to non-theatricias in direct competish with regular local exhibs. Talk of holding out Col dates if action continues.

WB's 4 New D. C. Nabes

Washi

WB nnounced construction four more swank nabes in Cap ar

Houses, ach between 1,500 seats, will bring WB nabes since 1935 to ei

Advance Production

That's What It Means On Your Sq



4 DAYS BEFORE IT HAPPEN

ERROL FLYNN
CLAUDE RAINS
HENRY STEPHENSON
BARTON MacLANE
and the

MAUCH TWINS
BILLY & BOBBY

Eric Portman•Music by Erich Wolfgang Korngold • Directed by WM. KEIGHLEY • A First Nat 1 Picture



S IN LONDON, IN



WARNER BROS. DELIVER IT WITH ALL THESE **OTHER** SMASH SHOW VALUES BESIDES!

ERROL FLYNN

Every patron who has seen him is ready for this rousing return of the star of GREEN LIGHT

THE BOOK

Better known, better loved than all the great works of America's master of adventure,

MARK TWAIN

THE TWINS

Most unique star-team in 10 years - in the story that might have been written for **BILLY & BOBBY MAUCH**

24-SHEET CAMPAIGN

History's broadest billboard build-up will cover the country for 30 days, actually in

1400 NATION WIDE CITIES

THE BIG CAST

CLAUDE RAINS, HENRY STEPHENSON BARTON MacLANE, ERIC PORTMAN MONTAGU LOVE, 1000's OF OTHERS

THE MUSIC

Composed by Erich Wolfgang Korngold whose score for 'Anthony Adverse' won the

ACADEMY AWARD

Rotarians Convene at Nice June 5-11: Niteries. Theatres Look for Good Trade

Nice, April 16. Riviera niteries. and hotels are getting ready for the 28th International Rotary Club Con-vention, June 5-11, which will bring about 10,000 Rotarians from all parts

about 10,000 Rotarians from all parts of the world here.

Advance hotel bookings are almost completed by the convention organizers ith the cooperation of city officials of Nice and other Riviera towns. More than 5,000 Rotarian from the U. S. alone are expected and 1,000 from Canada and 3,000 from Canada and 3,000 from che countries including Japan, Belgium, Germany, Australia. South Africa and France ill be present.

present.

Tourist companies with their eyes out for a slice of the dough are arranging special water and land excursions that can be sandwiched into the programs. Propaganda agencies of towns back from the sea front are offering special rates to the Rotarians as an inducement to visit their towns.

their towns.

Casi operators expect a big business, especially in the gambling rooms, as many of the convention bound boys have never seen a casino and will want to take a crack at the games just to tell the boys back home about it.

The Municipal Casino, one of the largest halls in the world, will be the convention hall. The convention will be officially opened by President of the Republic Albert Lebrun, who will come here especially for the event.

will come nere especially event.
Nightly fireworks displays will be held and folk singers and dancers in costumes representing every country in Europe will compete in the Jardins Albert Premier. On June 8 a battle of flowers will be held with floats from Chicago, New York, Paris, London and other large cities.

noats from Chicago, New York, Paris, London and other large cities. The official ball will be held in the evening at the Municipal Casino in honor of Will R. Manier, Jr., of Nashyille, Tenn, president of Rotary International.

Vienna Artistic Group's Anti-Jewish Ideas Voted Down

Vienna, April 16.

The national-socialist adherents within the ranks of the Schlaraffia suffered another crushing defeat when their proposal to amend the constitution to exclude Jewish members was voted down 292 to 52.

Schlaraffia, organization of authors, composers, editors, lawyers, businessmen and generally for men and women of intellect, has a Vienna branch which calls itself Vindobona. This Vindobona rejected until today

branch which calls itself Vindobona This Vindobona rejected until today all attempts to bring racial questions into the question of membership.

Downey Clicks Big in London; Lambert Too

London, April 27:

London, April 27:
Morton Downey opened at the Holborn Empire and over very big. Lamberti, here after six years, is the laugh hit of the new bill, despite others having pilitered his best material in these parts.

Keene Twins and Vic and Lamar, doubling from the Palladium, over splendidly.

Vienna State Theatre Folds; \$20,000 in Hole

Vienna, April 16.
Wiener Stadttheater has closed its doors. Manager Tolczyner is being sued for back pay by the actors and

Total deficit is said to be more than \$20,000.

\$5,000 Per Ducat

London, April 16.

imed as the highest admission
per seat ever paid is the \$25,000
check received by the organizers of
the premiere of Criterion's 'Jump for
Glory' at the London Pavilion, April
26, for five seats at the performance.
In the present custom of things,
opening night take goes to charity,
this time a cancer hospital.

They'll probably retitle the picture 'Jump for Joy!'

Reason Enough

London; Such candor among screen writers is a refreshing thing: Lajos Biro, who scripted 'Catherine the Great' for Alex-ander Korda, was on the wit-ness: stand in a current claim against London Films for breach of copyright in respect of the picture. He was questioned about a previous treatment he did on the same subject and why it was not used. "Mr. Korda said it was lousy," he cracked back.

KORDA'S 1, CLAUDIUS' POSTPONED INDEF

London, April 18.

Korda's ', Claudius' picture is offbut may be completed later this year.

With major part of production in
the can, picture was stopped when
the can picture was stopped when
crash, and commitments of Charles
Laughton made it imperative to
finish quickly. Miss Oberon only
came out of hospital recently after
three weeks, and is to recuperate
several more weeks on the coast.

Director von Sternberg is off on a
world tour, and Laughton is going
into ouet, it on with he is allied with
Erich Pommer.

Chances are the three principals
may all be available later in the
year, when Korda hopes to finish off
the job.

Miss Oberon is slated for a sec-

may at year, when Korda hopes to missing year, when Korda hopes to miss of the job.

Miss Oberon is slated for a second at Denham, which will be decided when she gets through convalescing.

U. S. China Pix Dominate Jap Manchukuo Market

Tokyo, April 5.
Checkup made by A. Kondo, of the International Motion Picture Assn., shows that 40% of all pix exhibited in Manchukuo are America-made, with 40% Chinese and 20% Japanese. Poor showing of Jap flickers is attributed to fact that natives can't understand them as well as the American subjects.

When biz comes under control of Manchukuo Motion Picture Assn., soon, improvement in Jap standing is expected. Kondo recommends dubbing Jap pix in Chinese.

Sir Gordon Craig Onto **British Movietone Board**

London, April 18.

Sir Gordon Craig, general manager of British Movietone News since October, 1935, has been promoted to the board. Craig has been chief news-reel representative negotiating with official quarters on the Coronation film, and is also in charge of Movietone's Technicolor version.

Has not yet withdrawn his proposal to fly the Big Pond with rush copies of the reel.

Riot in Shanghai

Shanghai, April 6.

ina and Italy have agreed not to screen pix disagreeable to either. Aimed in general against Soviet films, which are anti-Fascist.

Abyssi ian war film, censored by Italian consular offici was screened at the Isis theatre, outside the Settlement. Italian sailors and civilians rioted, mobbed Russian employees and seized film.

Shanghai Goes Gypsy

Shanghai, April 6. An influx of Slav style orchestras An influx of Slav style orchestras in local cabarets is ousting American bands. Farrens imported Gabor Radics' seven-piece gypsy band, proving a sensation. Radics was formerly leader of Josephine Baker's Paris orchestra. Ciro's, smartest night spot in Asia, has another gypsy orch, alternating with Henry Nathan's American band.

Jimmy's St. George's is featuring Dmitry Dimoff's balalaika band. Arcadia, opened April 15, headlining 10-man Czechoslovakian outfit.

Fox Reorg.

(Continued from page 3)

courts against the former industry magnate and All Continent.

In a unanimous decision read by Justice Cardozo, Supreme Court declared the injunction blocking the Pennsylvania suit was imperative to prevent a possible conspiracy from being carried out successfully. This assertion indicated sympathy with Steelman's contention that Fox, via All Continent, is trying to get his remaining, assets out of reach of creditors.

remaining assets out of reach of creditors,
Pointing out the ifficulties already experienced in untangling Fox affairs, Justice Cardozo put a stopper on All Continent's suit against J. W. Sparks & Co. and Steelman. He said.

on All Continents of the bankrupt's asked to cover up the bankrupt's asked and keep them from his creditors. In that view of the facts, the suit in Pennsylvania will be a step in fulfilling the conspiracy and may even crown it with success. . . Embarrassments and obstacles to administration of the estate will be removed at a single stroke if the bankruptcy court is free from vexatious interference in its task of supervising and controlling the administration of the assets.

All Continent's argument that it's fight with Steelman has no relation to the bankruptcy proceedings was dismissed quickly. The Court said that, on the contrary, the untangling of the estate is likely to be truncated and inadequate unless All Continent is prevented from snatching the securities involved in the Pennsylvania wrangle. ing the securities in Pennsylvania wrangle.
Cardozo's Opinion already

Pennsylvania wrangle.

Tor reasons already indicated, there was probable cause for the belief that the suit in Pennsylvania would be a step in the execution of a fradulent conspiracy, impeding and perhaps frustrating the administration of the assets, averred Justice Cardozo. There was further cause for the belief that only through a suit upon the lines of the one in the New Jersey Chancery (Steelman's cases against All Continent, Fox, and his relative) could the danger of obstruction be averted and

Fox, and his relative) could the danger of obstruction be averted and the estate be kept intact until the entry of a decree adjudging the growth of a decree adjudging the conspirators. Whether they are innocent or guilty is a question not before us now. . . At present, our inquiry halts with the discovery of probable cause for preserving the estate from dismemberment or wasternough a precipitate decision.

In upholding the injunction, the Supreme Court denied, apparently as unnecessary, Steelman's application for a writ of prohibition or mandamus which would otherwise block the Pennsylvania litigation. There was no need for such a step after the New Jersey restrainer against the Pennsylvania suit had been sustained.

This latest development in the lawyers' field day over Fox matters is a major victory for Steelman and an equally-stumning setback for Fox. It grew out of dispute over title to securities owned by All Continent and held by the Sparks brokerage firm. Steelman contends that All Continent is a disquise for Fox and that the company's assets should be kept intact until the financial maze is unwound, while All Continent rators that the bankruptcy is an entirely distinct proposition.

The dispute had its inception last summer after All Continent was ordered to deliver books and records to Steelman for examination. Enforcement of the order was blocked when All Continent started the Pennsylvania suit to remove cloud from title to property which the company claimed. The asserted cloud was a subpoena in proceedings by Capital Co., which obtained a judgment against Fox some time earlier. Steelman then asked the New Jersey Court to block prosecution of the Pennsylvani it and was granted an injunction. The Third Circuit appellate tribunal ruled the New Jersey court could not enjoin the Pennsylvani court and vacated the restraini

Jannings' Falstaff

Berlin, April 15.
Emil Jannings is to play Falstaff in the production of 'Henry the Fourth' at the Peoples' Hearte, here. Production is to be in the hands of Director Juergen Fehling.
Vienna is trying to get star and director to put on the show there after the Berlin run.

London Greets 4 New Plays; 'Post' Out After 5 Days; 'Limelight' N.G.

Portuguese 'Scram'

Rio de Janeiro, April 16.
Although talkies here carry
Portuguese titles, certain English words heard often from the
screen have permeated the
razilian consciousness to the
extent of adding to the Portuguese language.
For instance, the American
born and bred 'scram' has become 'scramar,' or the more
widely used 'scramarnos.'

AUSSIE COURTS REVERSE NIX ON 'ROSE MARIE'

Melbourne, April 6.
Court reversal permits Metro to screen Rose Marie (Metro) throughout Australia. Action was brought on stop by Williamson-Tait with claim that all rights to the musical were held by them and that the talker version was an intringement on such rights.

on such rights.

First court verdict favored W-T
the second went to Metro on appeal
and on a third appeal verdict went

the second and on a third appeal versus to Metro. Pic, which has been in the can for many months, will now come in as a road attraction following 'Born to Dance' here and in Sydney. A big publicity campaign is already under way to sell the pic in all the ace

Film Reviews

MAMA STEPS OUT

(Continued from page 15)

continued from page 15)

stories of the ambitious middle-west mother who craves the culture of Europe only to find it phoney. And, as per usual, the girl gets a real American husband and the harassed father his release from dancing attendance.

With Anita Loos at the typewriter thines are smart and the situations was the stream of the situation of the control of a kidnapper in acquiring a crooner husband. The situation is too overstressed to make for sympathy for her in spite of nice handling. The hig idea is to soft-pedal the girl and get the laughs with Kibbee and Miss Brady, the former the usual part of the situation of the situation is too hard the latter the fibbertysiblet seeker after the Higher Things. Much has been done along these lines and Miss Loos has saved the play from being boring, even if she cannot lift it much above its original level. Slightly overplaying some of the time, Miss Brady scores her points with skill, and often is gentially different to different the fibberty sibet with the fakters; a more-or-less male pianist, a ditto artist and a masculine woman poet. They barge in on the household with Kibbee in all the strength of the second part of the strength of the strength

ROGUE OF THE RANGE

Principal release of A. W. Hackel production. Stars Johnny Mack Brown. Features Lols January. Directed by S. Roy Luby. Story and adaptation by Earl Snell: camera, Jack Greenhaigh. At Running it on plins.

Runing ti 60 r
Dan Doran
Stella.
Branscom
Tess
Mitcheli
Stone
Sherlif
Express Agent
Doctor

That dated library prison routine hurts rather than helps this Johnny Mack Brown western. The prison stuff clashes with the general atture and just denember of the picture and just denember of the new yits injected. There's pin hed riding and gun popping but otherwise the film is sluggish. For the multiples only.

As in most of this kind the hero starts out under cover as a highway-man but really is an arm of the law. It's very obvious here and Brown

Festival Time opened at the Embassy last Tuesday (20). It's a cleverly written comedy but lacking in plot. Unlikely for success in present form, but providing enough entertainment to be worth revision.

Thest Based, which consider

tainment to be worth revision.

Post Road, which opened same night at the Queens, received generally unfavorable notices. London Times stated, 'company is handicapped by a mixture of American and English players whose timing and method of attack greatly differ.' Others, not quite so analytical, simply regarded it as a poor play. Play closed Saturday (24) after five days.' 'And On We Go.' which premiered

'And On We Go,' which premiered the Savoy Wednesday (21) night, was cordially received.

Black Limelight, which opened Thursday (22) at the St. James, well received by the audience, the critics termed it an indifferent

play. However, they proclaimed the performance by Margaret Rawlings,

Tokyo Dept. Stores Were Show Biz Pioneers

Tokyo, April 6.

If Chicago department stores are just getting around to offering pro entertainers as pullers in, they're trailing Japan by about 20 years. Here the leading department stores have for years consistently offered entertainment to attract customers. Mitsukoshi, established 250 years ago, has an auditorium seating 1,200 in which leading artists give regular performances.

Takashimaye also

Takashimaya also regularly offer intertainment, as do others. No admish is charged.

doesn't take chances in being so openly under cover by tipping his secret service mitt before the film unwinds altogether.

Mack's services as a two-gun man indicated western community in an isolated western community and besides the one Mack piece of a runaway gospel wagon, is to apprehend an outlaw gang. The villain likes the gospel miss and Mack goes for the saloon entertainer, but the latter suspects he likes the inmeter once. However, it doesn't have the service of the saloon entertainer, but the latter suspects he likes the inmeter once. However, it doesn't have the service of the saloon entertainer, but the latter suspects he likes the inmeter once. However, it doesn't have the suspect of the saloon entertainer, but he wants is the singer and not the preacher.

All of this played against the usually limited expanse of western terrain and familiar backgrounds.

TRAPPED

Columbia release of Peter B. Kyne production. Features Charles Starrett. Peggy Stratford, Robert Middlemass. Directed by Leon Barsha. Story. Claude stereplay, John Rathmell; camera, Allen G. Siegler; editor, William Lyon. At Kiva, Lincoln, dual. Running time, 58 mins.

convincing role of whom the girl sets by Gaye, Ivan Lebair whom the girl sets by Gaye, Ivan Lebair whom the girl sets by Gaye, Ivan Lebair Creat is much more at a home in these muscle melers than ho

British Film Firms Suggest Quota Upping as Benefit to Home Industry

London, April 18. Conversations aimed at bringing the three main stems of the British industry into accord have advanced to the stage where quota has becom the principal matter of discussion.

to me sage where quota has pecome
the principal matter of discussion.

Item was signal for entry of
the producers into the talks, previously conducted between representatives of the Cimema Exhibs' Association and Kinema Renters' Society,
and the studio representatives proceeded to dominate the table from
that moment. Their firm argument
is that they will support any compromise, providing it guarantees a
sufficient revenue for British production.

There has been talk of reciproctiva as the crowbar that might force
the situation, on the angle the quota
laws might discriminate in favor of
American distributors who buy pictures for release not only here but
in the U.S. It seems, however, to be
in doubt how far the forci of
product into the States, irrespective
of its value in that market, is likely

in the U.S. it seems, however, to be in doubt how far the forci of product into the States, irrespective of its value in that market, is likely to be of benefit to the British industry.

of its value in that market, is likely to be of benefit to the British industry.

Accordingly, producers have come forward with a more surprising of fer—that they will consider supporting K.R.S. and C.E.A. moves for a reduced quota percentage conditional only on American distribs guaranteeing them the equivalent in additional arevenue. Basically, this indicates a vital change of front, the producers formally having been alone in insistence on a rising quota as the one feasible plan for adding the home studios. It is an offer which the distribs have gladly taken up for consideration, their strong, argument having been the impracticability of applying a quota of 20% or more, as proved by the devices many of them have been forced to adopt so as to comply with the existing Act. Exhibitors, on the other hand, are less directly interested in the new phase of the discussions, though they are equally assertive with the distribs on the hardship of a high quota, instancing the growing numbers of thearte defaulters as the percentage has risen to its present high of 20%. Any compromise agreed upon by producers and distribs would automatically receive their endorsement on the line easing of the distribs' obligations would of necessity entail a lowering of the exhibs' percentage.

M-G RUSHES 'MAYTIME' IN FOR CORONATION

London, April 27.
Metro's 'Maytime' starts a West
End pre-release at the Carlton as a
Coronation attraction.
This sets a precedent for Metro
to book with Paramount, or any
other company, for the West End.

Plough and Stars' Banned in Belfast

April 16.
Plough and the Stars has been banned from showing in the city on account of its theme and the fear it

account of its theme and the fear it might provoke demonstrations. Is-tree's 'Ourselves Alone,' which also has the subject of the Irish rebellion, got similar treatment recently. By the usual irony, 'stage version of Sean O'Casey's play has had Belfast presentation on several occasians, without Ulstermen getting hot under the collar.

The Duke Is Banned

Sydney, April 6.

clip, showing Duke of
Windsor enjoying winter sports in
Austria was ordered removed from
ic ills here by the authorities.
Ill pran about two minutes, and simply showed long shots of Duke ski-

irst tip came from manager of local newsreel theatre, who was rushing to remove ads from news-papers, together ith outside billing

Canning is regarded here as absolutely absurd. Funny angle is that not one of the higher-ups will accept the blame for canning order.

Rock Loses Bankroller, Makes Tieup with Dixey

London, April 18.

John Henry Isles, provincial fair operator who has \$1,500,000 invested in the Joe Rock Films Co., which includes the studio the company has in Elstree, has definitely decided not to invest any more money in the picture business.

Rock is now on the look-out for a new bank roll to produce further. He has also formed an alliance with the newly formed Dixey Co., the Independent Exhibitors, to relieve him of four he has on the shelf, which includes one starring Harry Roy and his wife, Princess Pearl.

Toeplitz Film Co., which had withdrawn from its intention to produce pictures for the Dixey concern under an agreement whereby they were to receive advances during production, is now back again on a new contract by which Toeplitz receives \$125,000 advance on each of six pictures to be made in Italy.

Reisman Repeats Threat to Walk **Out on Aussie**

Matter of Australian quota law came to a head during the recent visit of Phil Reisman, RKO foreign chief, to that country. Faced with strict enforcement of New South Wales quota law, Reisman, who arrived in New York Sunday (25), declares that RKO will abandon the market altogether rather than comply. Enforcement of the quota law amounts to driving American films out of New South Wales entirely, he says.

amounts to driving American films out of New South Wales entirely, he says.

Cost of producing pix in Australia is prohibitive for American producers, Reisman says, Studio facilities, technical and artistic talent is not available and there is not sufficient home market. Costs of transportation, with added expense of long delays for travel, make venture out of the question. American producers lost money on every quota picture made in Eugland during last couple of years, Reisman points out, and conditions in Australia are worse in every way.

Reisman sees quota laws as a growing menace to pix export by American studios. Tixes and other costs in New Zealand now amount to about 50% of the gross, he says, and there is talk of forming a committee to regulate the price of rentals. More or less similar conditions exist all over the world. Collapse of foreign markets would virtually wreck American pix, he declared. On his four-months trip covering more than a dozen nations, isman found film business generally good, with the exception of Europe, where unsettled economic and political conditions affected b. o. Admissions in most countries ar slightly higher than in the U.

Now Korda's 2 Brothers Seek English Citizenship

London, April 18.

Zoltan and Vincent Korda, brothers of Alexander Korda and associated with him in London Films, are applying for papers of naturalization as British subjects.

British subjects.
Zoltan, picture director, handled Elephant Boy' in conjunction with Bob Flaherty; incent is Denham's principal set designer.
Alex got his naturalization papers last year. They're Hungari ns ori inally.

MG's Theatre Expansion

Rio de Janeiro, April 16.

Metro is going ahead with its program of theatre-expansio in South America.

With the new Cine Metro in Rio

open, company has bought the ground in Sao Paulo and now work-ing on building plans for deluxe house in the coffee metropolis.

Stooging Pagliacci

April 18.
How the screen is mightier than the opera platform was indicated when the Queen Mary got in at Plymouth. One rival, Nat Pendleton, was seized

got in a rymoun. One rival, Nat Pendleton, was seized on by press cameramen for stock pictures.

An unobtrusive individual standing nearby was dragged in by the boys play the stooge proffering an autograph book. He was Giovanni Martinelli, the opera star.

LUMIERE HAS A **NEW 'RELIEF' PROCESS**

Louis Lumi, the grand old man the French consider as the father of motion pictures, is going to bring out a revamped, improved process of relief, to be shown here during the expo.

a revamped, improved process of relief to be shown here during the expo.

Although advance showing makes it possible to say that it is an improvement over the film he released here last year, as far as the sense of realizing the third perspective is concerned, the fact that glasses have to be worn is still an unfavorable factor of his invention.

Euskadi, a cross between a traveleg and a documentaire, as they say here, is the name of his long short, and was taken in Lumiere's native province of Franche-Comte. It depicts the mountains of the Jura, the forests, rivers and waterfalls of the countryside. Included is also shots taken inside a monastery, showing the monks at their work and prayers. Rene Le Henaff directed the work, while Georges Clerc did the shooting. Special music for the film was written by Marcel Delanncy.

Lumiere still shrouds his perfections with mystery, but the result of two cameras working from the same spot under different focus when however the same spot under different focus when how on the screen is still tiring for the eyes after a certain length of time. As was his former production, this is also in colors.

PASTURES' N.G. IN RIO; BRIGADE' TOPS RECORD

de Janeiro, April 16.

WB's Green Pastures, which had simultaneous preems during Holy Week in South America, flopped all over Brazil. It limped out the week here, was pulled after a few days Santos, and, Porto-Alegre, after a management preview, idn't even open. Levity and 'De Lawd' are definitely incompatible in S. A. icture might haye done better garnering American and Eng-

here garnering American and Eng-lish audiences if English title had been used instead of the Portuguese 'Mais Proximo ao Ceu,' or 'Nearer to

Offsetti Pastures' flop
however, WB's 'Charge of the
Light Brigade,' now its third
week at the laza, where it has
broken records.

1st Filming of Victoria Under Way by Wilcox

London, pril 18.

Wilcox has commenced shootin Victoria the Great' at Denham, ith Anna Neagle and Anton Walbrook starring.

This is the first time Victoria has ever been portrayed for the talker screen. The shooting also inaugurated Imperator Film Productions. Ltd., the new company formed by Wilcox to make the fil, which is already guaranteed world release by Radio.

thers i starc H D.W.

thers i stare H. B. War-ner, Mary Morris, Feli Ayl James Dale, V. France

Baer's English Short

Paramount Claims '36 Was Okay In Reich—Company Only Lost \$580

Hagen's New Production Setup: Garrett On Own

, April

Julius Hagen has registered his new production outfit under the name of St. Margarets Film Studios ith nominal capital of \$50,000. Unit is to function at Twickenham under agreement with the Official Receiver: producing for home dis-tribution through Ambassador Films.

First picture scheduled is 'The Angelus, a domestic quota subject, which will be worked on by virtually the producti crew as Hagen before ickenham folded.

folded.

Fate of Garrett-Klement Pictures, which have been idle they made 'A Woman Alone' The Quest of Ernest Bliss' more na year ago, is indicated with Robert Garrett breaking away to go on his own. Garrett has registered Robert Garrett roductions, Ltd., with \$5,000 capital. \$5,000 capital.

\$5,000 capital.

Movements of Otto Klement are
undisclosed, though it is anticipated
he may seek a tie-in with some other
existing outfif or else a new bankroll to establish his own unit.

Tooters' 40-Hr. Law Shuts 79 **Paris Nite Spots**

Paris, April 27.
Seventy-nine niteries, dance-halls Seventy-nine niteries, dance-halls and cabarets here darkened Monday night (26) as a result of the application of a new law making a 40-hour week for musicians obligatory. Maxim's and the Bal Tabarin were among the few who remained open, but the latter, ace nite spot in Paris, shut up, shop at mi ght after the floor show was over.

Chez Florence, Casanova, herezade and other top spots in Montmartre and Montparnasse closed up for the night and claim they will remain shuttered as a result of the new law. Insist that they cannot operate under those circumstances.

Sydney Anticipates Return of Stage Bills

Sydney, April 6.

Stage presentations are on the road back into the principal pic theatres here. Capitoi started ball rolling with a vaude act now and again; then State swung into grade presentations by using pit boys on stage in association with singers.

Charles Munro, of Hoyts, will, during his visit to America, book suitable attractions for a tour over the circuit, and Prince Edward, under Carrolls, will be the next theatre to introduce special stage shows with pi

tre to

Northern Ireland Puts Nix on 'Green Pastures'

Belfast, April 20. iahs of Northern Ireland Warner Bros., and iahs of Northern resame
Warner Bross, and
on the territory. After the trouble
in Belfast, where it was first passed,
and then banned, other towns followed the lead, ut two outstan

st are H. B. Warpris, Feli Ayl
V. France:

nglish Short

Short feature for a ith an option for ith a

Berlin, pril 18,
Paramount has finally completed its financial report for the German company for the past year ('36). It is an interesting commentary on American jic iz in Germany these days; since Par lost only \$580 on the year, it claims an improvement. And Paris one of the two companiered to be doing well there, ing Metro.

Statement for the year ending Dec. 31, 1936, lists, among assets, working capital of \$141,193, of which \$60,-268 must be refunded to associated companies for dubbing. Bank assets come to \$34,554. To the loss of \$99,-204 in the preceding year (1935) is added that of '36, which was merely \$580. Among the debits is the invested capital, amounting to \$200,000, with obligations coming to \$22,000. Reserve tund is listed at \$9,344, and other expenditures figure to \$224,456. This item is not explained further. Social service contributions are listed at \$5,730 and taxes at \$11,556.

Proposed Brit. Law **Would Ban Cruelty** To Animals in Pix

London, April 18.

A law which owes its direct inspiration to 'Charge of the Light Brigade' is on its way through Parliament.' Titled the Clinematograph Films (animals) Bill, it would 'prohibit public 'exhibition of films in which suffering was caused to animals, or films which depict suffering of animals brought about by natural or artificial means.'

Measure is promoted by the Royal Society for Prevention of Crueity to Animals. It would not affect newareel shots of the Crand National, in which agonies of fallen horses are often seen, foxhunti or similar sports.

It's claimed, that in 'Brigade' the scenes of horses galloping and falling were obtained by trip-wires.

KOENIG RESIGNS AS **20TH'S FRENCH HEAD**

Paris, April .
Unofficially reported here that Ernest Koenig has resigned as distribution manager of France for 20th-Fox. He is understood to have resigned on the eve of the European convention of the company, which is being attended by 20th-Fox heads from the Near East, Europe and a number of exces from New York.
Understanding is that W. B. Morgan, who joined 20th less than three months ago here, will step into Koenig's shoes. Local officials refuse to comment.

With Sid Kent, Walter Hutchinson, With Sid Kent, water Internation, Les Whalen and Frank Harley of the New York office of the company abroad to attend the convention, of-ficial confirmation in New York abroad to attend the convenion, or-fleial confirmation in New York could not be made. However, it is learned unoffici that a Knenig resignation replacement is resignation 'likely to be

Attend Ince Services

London, April 16.

Harry M. Warner, Sam E. Moeris, Irving Asher, Dave Griffths (F. London chief), Max Milder (W. London chief), T. Hayes Hunter and members of Teddington studio staff were among those who attended the obsequies of Raiph Ince at Golders Green crematorium yesticiday.

Mrs. Ince is still baddy hurt in hospital, following the auto smash whicost her husband's life.

Warner-Morris

America.

Baxter Quits Film Bi

Acril 16. Beverley Baxter is quitting Max Beverley-Baxter is quitting Max Schach's organization to go back, newspaper work, having taken a big appointment as editorial controller of Allied Newspapers, ow ing tional and provincial publicatio axter wiss on the board of ' talgar Films, and was formerly lie relations officer of G.B., which he edited the Daily & ress, Is also a member of Parliament.



THE SHOW EVENT THE WHOLE WOXLD WELCOMES ... a new Astaire. Rogers picture—and the breeziest, brightest of them all! . . . Rhythm's grandest gift to the screen . . . foot-free Fred and joyous Ginger, stepping to new excitements of novelty, speed and bubbling gayety . . . surrounded by dreamloads of handpicked glamour-girls..with a screen full of big comedy names

to help the fun!

Music by

GEORGE GERSHWIN

Lyrics by

IRA **GERSHWIN...** 6 NEW SONGS TO SING AND SWING TO!

"Let's Call The Whole Thing Off"—"They Can't Take That Away"-"They All Laughed''-"I've Got Beginner's Luck" -"Slap That Bass"—"Shall We Dance?"





The memory of this beloved American is your inspiration once each year to help the Will Rogers Memorial Fund. This Fundmaintains a hospital at Saranac Lake, N. Y. for the needy of stage and screen.

BELOW:
Scroll of Honor
for your theatre

"Deep in the hearts of his countrymen—"

NATIONAL THEATRE WEEK STARTING APRIL 30TH UNITES THE INDUSTRY IN TRIBUTE TO THE BELOVED WILL ROGERS For Immediate Booking Gratis To All Participating Theatres

"LEST WE FORGET"

A Beautiful One-Reel Film of Thrill and Sentiment starring

ROBERT TAYLOR • GARY COOPER ALLAN JONES • HARRY CAREY

Available Free of Charge at the following Exchanges: Metro-Goldwyn-Mayer, Warner Bros., Paramount, RKO, United Artists, 20th Century-Fox, Columbia, Universal, National Screen Service

For further informati

Will Rogers Memorial Fund, 570 Lexington Avenue, New York City.

Advance Production Chart

(Continued from page 21)

and Hull is brought in to aid in preparing others. They fall in love but split when they learn they reside in the same house. The composer returns to New York and threatens to jail Miss Ellis for the theft. In the windup, Hull clears up the situation by announcing over the air that the composer gave Miss Ellis her first opportunity for success. Readied to start: 'SINGING KID FROM PINE RIDGE,' THE RELUCTANT BACHELOR.'

20th Century-Fox

Three in work, 7 editing, 10 preparing. In work: "ESCAPE FROM LOVE," reported VARIETY March 31, and 'SING AND BE HAPPY." Started: "YOU CAN'T. HAVE EVERYTHING," produced by Laurence Schwah, directed by Norman Taurog, original screenplay, Harry Tugend and Jack Yellen. Cast: Alice Faye, Ritz Bros., Don Ameche, Gypsy Rose Lee, Rubinoff, Anthony Martin, Joan Davis, Frances Drake, Arthur Treacher, Charles Winninger, Samuel Green, Ted Fraser, Ray Winfield, George Humbert, Louis Prima band.

Story depicts Alice Faye, hicktown songwriter, broke in New York. Unable to pay for a meal, Don Ameche, playboy, attempts to help financially. She refuses and works out the coin through a sandwich board. Ameche later takes are anonymous check and earns of some stuff she has written. Help the striper, who makes her film debut in this one. Miss Loe tips off the info that Ameche paid off for the song, but didn't intend using in a dime store and suddenly sees her name printed on some of the sheet music, which has been used in a play. Finale has 'em in a clinch.

Readied to start: "LANCER SPY," (SECOND HONEYMOON," JEAN," 'CHICAGO," 'ALI BABA GOES TO TOWN," THREE BAD MEN," 'HEIDI,' THE JONES FAMILY, 'MR. MOTO.

United Artists

Three in work, none editing, 7 preparing. In work:
THE PRISONER OF ZENDA, reported Varinty March 17; 'VOGUES
OF 1938,' reported March 24, and 'STELLA DALLAS,' reported April 7.
None started last week.
Readied to start: 'HURRICANE,' 'ADVENTURES OF TOM SAWYER,
'52D STREET,' 'DEAD END,' 'STAND IN.'

Universal

Two in work, 6 editing, 8 preparing. In work: "LOVE IN A BUNGALOW," reported VARIETY April 13. Started:

'ARMORED CAR, 'produced by E. M. Asher, directed by Lewis R. Foster, original by William A. Fierce, screenplay by Foster and Robert N. Lee. Cast: Robert Wilcox, Judith Barrett, Irving Pichel, Cesar Romero, Inez Courtney, Tom Kennedy, Dave Oliver, William Lundigan.

Story showed William A. Fierce, screenplay by Foster and Robert N. Lee. Cast: Robert Wilcox, Judith Barrett, Irving Pichel, Cesar Romero, Inez Courtney, Tom Kennedy, Dave Oliver, William Lundigan.

Story showed Wars and the transport huge arms of under Lundigan properties to robe of the trucks and in doing so causes a landslide killing occupants of the car. He burns open the safe, but destroys its contents, Suspicion is directed at Wilcox, because of previous criminal charge. He loses his job and eventually joins Pichel's gang. Latter outfit sets stage for another robbery, but revealed that Wilcox is working as detective for his former boss. He escapes from the gang and aids the coppers, in rounding up the gang. Romantic interest is carried through the story by Wilcox and Miss Barrett, daughter of the company's chief dispatcher.

BLACK ACES! 'Completed, produced by Buck Jones, directed by Lee BLACK ACES! 'Completed, produced by Buck Jones, directed by Lee BLACK ACES. 'Lee Completed, produced by Buck Jones, directed by Lee Lawrence, Robert Frazer, Raymond Brown, Robert Kortman, Eddic Cobb, Frank Campeau, Charles LeMoyne, Charles King, Arthur Van Slyke, Bob McKenzie.

Story describes western town harassed by Black Aces gang. Two murders committed when Buck Jones, jilled by Kay Linaker, rides into town, free demanded of the produced by Arthur Lubin, original by Bernard McConville, screenplay by George Waggner. Cast: John Wayne, Gwen Gaze, Don Barclay, Pat Somerset, Sam Harris, Charles Brokaw, James Bush, Arthur Aylesworth, Earl Hodgins, Jack Mack, Franklyn Parker, Frank Lackeen, Olaf Hytten.

Story shows Wayne and Barclay, newsreel cameramen, sent to

Warners

Seven in work, 16 editing, 8 preparing. In work: 'CONFESSION,' reported as 'ONE HOUR OF ROMANCE,' VARIETY MARCH 3: 'LIFE OF ZOLA.'

ACKNOWN HOUR OF ROMANCE, 'VARIETY MARCH 3: 'LIFE OF ZOLA.'

ACKNOWN HOUR OF ROMANCE, 'VARIETY MARCH 3: 'LIFE OF ZOLA.'

A CHANGE OF THE SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' reported April 15' SEVER SINCE EVE,' reported March 36, and 'THAT CAN WOMAN,' AND THAT CAN WOMAN,' AND THAT CAN WOMAN,' AND THAT CAN WOMAN,' AND THAT CAN WOMAN,' AND

That. Too

Los Angeles, April 27.
Manager of the Little Theatre, York, Pa., has appealed to the Hays office here for assist-

the Hays office here for assistance in awarding prizes in a serambled word contest.

Manager advised that someone had stolen the answers to the contest and Tom Petty, Hays' local public relations counsel, is trying to frame new

Amus, Stocks Recover Last Wk.'s Sharp Drop

Pronounced weakness in Paramount issues, particularly the first preferred stock, featured the slump in picture company shares as the whole stock market went into a nosedive last week. Headlong plunge of Par's first preference stock was the most severe setback encountered since this issue went above \$200 early in the year. Stock was off some 30 points from the week's highest price at one iuncture, while the

since this issue went above \$200 sarly in the year. Stock was off some 30 points from the week's highest price at one juncture, while the quotation on Saturday (24) and even on Monday (26) represented approximately 20 points net loss for the week. The loss sustained up until Saturday was the greatest decline of any stock on the tig board for that week.

As Paramount common and first preferred fell. Fack about 2 points or more each, the slump easily was the outstanding feature in the picture group. This weakness, which started asserting itself about midweek, gained fullest momentum on Friday and Saturday, and by that time spread to other film issues, a typical behavior for a group.

The estimated earnings of about \$2,000,000 for the first quarter also were rated disappointing, in that they were below some considerably higher ones made in the street. At least that was the way Wall Street received the news, because the comparatively slight improvement in prices, yesterday (Tues.) were about in line with other advances by film company shares. Then, too, some traders did not particularly relish the idea that the figures only were estimates and that they seemingly were rushed forward on a declining market.

Loew's common felt the weakness

market.

Loew's common felt the weakness in the market most, aside from the Paramount issues. It was off more than 7 points at one time, but rallied briskly about 3 points in Tuesday's trading. Twentieth-Fox common and preferred also retreated in Monday's deluge of selling, but recovered subsequently. Warner Brox common and preferred also slipped, but came hack later.

Universal preferred went contrary to the trend, coming up nearly 6 points to 88.

BOYS'LL BE PESTS

Or One L. A. Nabe's Woes With Its Tough Kid Trade

Los Angeles, April 27.
Sunset, picture house, is thinking
of putting in an armor-plated screen
for the Saturday afternoon trade.
Place is plagued with kids from high school age down who bring pop-guns, bean-shooters and buckshot.

guns, bean-shooters and buckshot. They hiss the villyun and then ball up the plot by beating the hero to the draw and taking potshots at him from their seats. Bullseyes bring three rousing cheers and don't do any particular harm except to make the screen look as if it had smallpox. Another house, thinking to calm the kids down, had a sheriff give out prizes to those who had picked un a counter of newspaper subscript.

Par's Net Profit for Past Year At \$6,012,250; 1st Quarter, \$2,011,000

Enright, Pitt, Forced To Drop Kids' Sat. Mats

To Drop Kids' Sat. Mats

Pittsburgh, April 27.

Sit-down strike staged week ago at the Enright by 500 youngsters when asked to leave following completion of regular kiddie show will bring an end to Saturday morning screen bills which have been sponsored at East Liberty house by Federation of Women's Clubs for last three years. Protests recently by Parent-Teachers Association that juveniles were spending too much time at Enright, arriving at 9:30 a.m. for picked films and then remaining from noon to 3 p.m. to catch regular double-feature, led to decision to oust kiddies min-

p.m. to catch regular double-feature, led to decision to oust kiddles minute show set apart for them was over. That brought trouble and when George Brosson, manager, took stage and told tots they had to leave, there was a minor riot and kids stayed put. Bronson and house staff tried for half an hour to get them out but youngsters refused to budge and management finally proceeded with scheduled show.

Midland, K. C., Stickup

Midland, K. C., Stickup

Kansus City, April 27.

Midland theatre had its first experience with bandits last week.
Couple of thugs, who bought tickets,
wandered about the house arousing
suspicions of an employee. As employee sought to warn John McManus, manager of the house, when
the stick-up men demanded the
manager. In McManus' office they
took \$14 fro him and \$5 from John
Robertson, United Artists office
manager. manager

manager.

Armored truck had picked up \$1,000 from theatre 10 minutes before the hold-up. One suspect arrested to date.

Incorporations

NEW YORK

Albany.

Osa Johnson, Inc., Manhallan, general radio and theatricul business; capital stock, 100 shares, no par vaine. Incorporators: Osa Johnson, Clark H. Gella, William R. Murphy, all of the Waldorf-Astoria Hotel, New York City.

william R. Murphy, all of the WaldorfAstoria Hotel, New York City.

R. W. Ammerment Co., Inc., Kingai
R. W. Ammerment Co., Inc., Kingai
R. W. Ammerment Co., Inc., Kingai
D. Benjamin Manon, Bernard I., NeuD. Marker M. L. Inframon, all of 302
Milled Arias Productions, Inc., New
York: motion picture business; capital
40ck, 290 shares, 4190 par yaite. InGroporatora: Theodore A. Benediki, 43Groporatora: Theodore A. Benediki, 43Groporatora: Theodore M. Benediki, 43Groporatora: Theodore Genthe, 443 Snat
Salin Airact, New Yark City. Subscribers,
Felind and Edwin M. Reiskind, both of
1270 Sixth avenue, New York City.

Sercem Specialities, Isse, New York
City.

Sercem Specialities, Isse, New York

1270 Sixth avenue, New York (tty, Screen Specialities, Inc., New York; motion picture business; capital stock, 200 shares, no par value. Incorporators: Frank Canavaciol, 15 Bast 40th street, New York (tly; Max Greenberg, 1060 Hancock street, Brooklyn; John W. Myluenberg, 350 Broadway, New York

cutenores, 300 Broadway, New York CITY.

Commonwealth Pictures Corp., New John States Institute Programmer opinion and the Commonwealth Pictures Corp., New John States of the Commonwealth Pictures Commonwealth Pictures of Pictures of

By applying special inventory reserve of \$2,000,000 provided for at the end of 1935, Paramount for the flscal year ending Jan. 2 last showed a transfer to surplus of \$6,012,250. This amount is arrived at after deducting all charges, including interest, Federal taxes, depreciation and contingency reserves of \$632,500. As strong fourth quarter in 1936, netting Par \$3,757,025 with application of inventory reserve, materially helped to push the company's 1936 showing to the \$6,012,250 figure. The third quarter had been \$2,013,764, while the second had shown a loss of \$477,461 and the first 13 weeks of 1936 a gain of \$718,921, after applying the reserves set up.

The statement for the 12 months includes \$331,819 and \$123,230, which represent, respectively, net capital gains and profit on acquisition of the company's 6% debentures acquired for sinking fund purposes. Frofits do not include approximately \$331,000 as Par's net interest as atockholden in combined undistributed earnings for the year of partially-owned companies nor profit olss of Olympia Theatres, Inc. which is still in receivership, Statement indicates that reorganization of this New England theatre subsidiary will be completed in a few months, thus strengthening the position of Par in theatre operations, cash and earnings.

Par in theatre operations, cash and carnings. In addition to noting that interest charges have been materially reduced, affecting a saving during 1938 of about \$850,000, Par's annual report shows that the net fixed assets show an increase during the year of \$3,078,489.

Charges of 1936 included in deductions is \$65,378 of undistributed profits tax.

tions is \$05,378 of undistributed profits tax.

Paramount for the first quarter this year ending April 3, which took in the Silver Jubilee drive, estimates consolidated earnings at \$2,011,000, including approximately \$391,000 of dividends, received from non-consolidated subsidiaries. Earnings are computed after all charges, including interest, depreciation, reserves and taxes except undistributed profits taxes, but do not include approximately \$640,000 as Par's interest as stockholder in combined and undistributed profits through partially-owned-subsidiaries.

After making provision for \$223.

tributed profits through partially-dwned subsidiaries;
After making provision-for \$323,-482 inf dividends on the first and second preferred, stocks, the remaining \$1,687,518 represents; 72c. pper share on the common, but with inclusion of the \$640,000 in:undistributed earnings; it would mount to \$1.
This year's first quarter compares with \$718,921 for the same quarter in 1936 after applying \$800,000 or the inventory reserve provided as Dec. 28, 1935, plus Par's interest in undistributed earnings in other companies of \$480,000.
Earnings for the first quarters this year and 1936 do not embrace profits of Olympia Theatres, Inc., and its ubsids which are in receivership.
Par reports progress in reducing interest charges. On debt as of Jan. 2 last, the interest was around \$1,950,000, as against approximately \$2,800,000 payable as of Dec. 28, 1935, the folse of the previous fiscal year.

Columbus Theatre Men Want Saranac Rights

Columbus, April 27.

Columbus, April 27.
Columbus theatre owers, meetin heré, passed a resolution recommending that the privilegt, of the Will Rogers Memorial hospital at Saranac Lake be made available to incapacitated theatre owners, theatre employees and film exchange enployees in the same manner as they are to staying and group actors.

are to stage and screen actors.

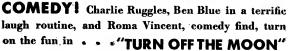
Resolution was communicated to
Major L. E. Thompson, chairman
of the Will Rogers Memorial Com-

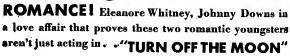
20-40 YRS. FOR HOLDUPPER

Philadelphia, April 27.
Youth who admits robbing Boyd
of \$1,000 March 9 and Keith's of \$57

of \$1,000 March 9 and Keith's of \$57 a month later, was sentenced to 20-40 years here by Judge Mitlar in Quarter Sessions Court yesterday, Twenty-year-old gives name James Vernon Devine, but admits that's a phoney. Also confesses attempting seeond stickup at oyd and one at Stanton which was foiled by arrival of cop.



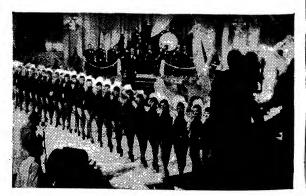






SONGS! Kenny Baker, singing star of Jack Benny's air show, warbles sweetly with "Turn Off the Moon" in

"TURN OFF THE MOON"



SPECTACLE! Brilliant sets, scintillating ensembles, plenty of eye-filling production to back the musical numbers of . . . "TURN OFF THE MOON"

ON THE BOX-OFFICE "TURN OFF THE MOON"!

Chockful of everything a good musical needs..."Turn Off the Moon" is the bow-in of Fanchon, co-producer of famed Fanchon and Marco Units, who knows what the public wants and gives it to them...plus!

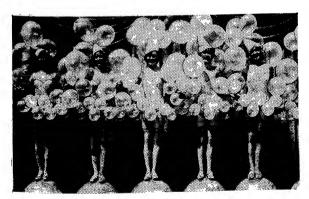
It's a Showman's Show with all the elements of a Hit!



MUSIC! Phil Harris, Jack Benny's radio maestro, and orchestra, swing "Southern Hospitality" and four other grand tunes in "TURN OFF THE MOON"



RHYTHM! Eleanore Whitney and Johnny Downs turn on the heat with the sensational new "Jammin" dance for "TURN OFF THE MOON"



NOVELTY! Fanchon's gorgeous Fanchonettes in Sensational routines, including famed Bubble Dance, one of many surprises in "TURN OFF THE MOON"

"TURN OFF THE MOON"

with CHARLIE RUGGLES
Eleanore Whitney • Johnny Downs
Kenny Baker • Phil Harris & Orchestra
Ben Blue and Marjorie Gateson

Directed by Lewis Seiler • A Paramount Picture



Bank Nite Under Fire in N.W.; Two **File Suits to Collect Drawings**

Milwaukee, April 2.

ank night is once more under
in this community. Having recently thwarted attempts of city offiials to outlaw bank nights, theatre
men now find themselves faced with
suit brought by a patron who
he was entitled to a \$450
rize, which is likely to open healing wounds.

rize, which is likely to open healing wounds.

A local lad, presumably backed by bitter enemies of bank nights, contends that he was declared the winner of an award of \$450 on April 6, ut was barred from collecting the money because he couldn't reach the stage to identify himself before the three-minute period had expired. The suit is being brought against the Wisconsin Amus. Enterprise (Skouras) by Victor Neuhaus, who claims that he was standing out front of the Tower theatre when his name was called and that the door man delayed his entrance so that he could not reach the stage.

Manager Donovan Deakin stated that the doorman didn't block his entrance. At any rate, the daily papers are giving much ink to the suit, indicating they against bank nights.

Marking the third action of its ind in recent months in the Twin tites, Eva Janet Lonetti has filled suit against the Northland Amus. Co. of Minneapolis, owner of the Roxy, St. Paul, for \$550 which she alleges she wom in a theatre gift night contest and which the Northland company refused to pay her because marriage changed her name. The name of Eva Janet Knopps was drawn for a winning of \$550 at the Roxy several months after she had registered. But in the mean-while she had married and when

Just Cause to Cut Up

Virgi itors are laying plans for their midsummer shebang at Cavalier hotel, Virginia Beach, June 14. Group goes under moniker of M. P. T. O. of Virginia but is strictly an independent clan, being affiliated with no national organization.

tion.

William S. Wilder of Norfolk, president, and Syd J. Gates of Portsmouth, convention chairman, are working with idea of having record crowd of exhi itors from the freak section of the country which has never been bothered with double features, iveaways or bank night.

Hollywood, April 27.
Frances Dee goes into Paramount's 'Ebbtide,' to be produced in techni-

color. Others in cast are Oscar Homolka Frances Farmer and Lloyd Nolan. Henry Hathaway will direct.

olt Teamed

oft Teamed

Hollywood, April 27.

Mae Clarke and Jack Holt will
have the leads in 'Black Torrent,
the next Larry Darmour film for
Columbia release.

Ray Walker also has been set for

Casting Reed

Hollywood, April 27.
Earl Reed, Hollywood cop
mown to all the picture crowd
the czar of Hollywood and,
ine' till he was shot up by a
madman eight months ago, still
has his right arm in a steel sling has his right arm in a steel sling which makes him look like a chronic stop signal.

At a Boy Scout banquet here the other day the orchestra-played The Star-Spangled Ban-ner' as a closer. Reed's arm stood out in a half-salute as usual.

You're a fine cop for young

usual.

'You're a fine cop for young America,' said the chairman. 'We play the national anthem and you give it the Nazi salute.'

Merchants Encourage Portable Pix Showings

ilms are being brought to small towns of Nebraska, Kansas and Missouri on a squat-tag basis and it is estimated that about. 30 portable projection sets are making circles similar to the rep stock outflits in the three states. No stand is of more than two days length and the population top of the towns played is about 1,000. Some are played on a two week circle, comprised of: 14 towns, which makes one show night in a fortnight.

Gag is not viewed with alarm by.

in a fortnight:

Gag is not viewed with alarm by other exhibs, because none of the towns serviced have a chance, even in the hey-nonny of prosperity, to support, its own regularly playing theatre. To be profitable for the operator, towns must be within a 30 mile radius to cut down the transportation cost. For this reason, there's little of its use in western Nebraska and Kansas because of the sparse settlement.

In a great many of the spots, loci merchants are glad to tie up for the trade lure. Film exchanges say ther are about 120 to 150 spots bein served in this manner in the thre

Worcester K.O.'s Beano

Worcester, Mass., April 27.
When Mayor John S. Sullivan turned thumbs down on daily beano games here last week, theatre managers had cause for joy. It is estimated that more than 25,000 persons visited the various parlors weekly—and theatres have been taking the resultant rap.

luecoats have been stationed at the games for several weeks and issued a report to the mayor which showed that all was not on the upand-up, with attendants frequently splitting with "inners" of prizes which ranged from \$2 to \$50.

LARKIN'S LOVE'S LABOR

Hollywood, April 27.

John Francis Larkin has been signed by Victor Schertzinger to do screen play of 'It's Love,' his second for Grand National.

Production follows 'Something to Sing About,' starting early in May.

Claire Trevor is being loaned to Samuel Goldwyn by 20th-Fox for a spot in 'Dead End.' Allen Jenki also 'a

spot in 'Dead End.'
Allen Jenki also is being borrowed from Warners for the same
picture which will roll around June 1

Nation Wired

(Continued from page 1)

N. J. That one has hidden horns in trees; plays appropriate discs when funeral processions wind through the grounds and twilight music each

grounds and twilight music each sundown.

Churches have caught on, having learned that attendance can be upped if sermons can be heard equally well from any pew location. Radio stations have stepped in and hogged much of the available biz. Broadcasters have most prestige with public, because of the nature of their regular biz and consequently have sopped up much of the money lying around. They plug their amplifications service over their wavelengths, in many instances, and have found it a most furcative sideli. Stations can operate cheaply, too, having a deal of equipment on hand for their remote broadcasts, and having engineering crews on hand regardless.

Courshon to Reside In Fla.; Sells Out G.S.C

In Fig.; Sells Out Cr.S.C.
Chicago, April 27.
Interest of Aaron Courshon in the
Theatrical Enterprises which controiled the G.S.C. circuit has been
bought out by his two partners,
Mort Goldberg and I. V. Perlman,
two attorneys who have been active
in theatre operation for a number
of years. Courshon had one-fourth
interest in the firm while Goldberg of years. Courshon had one-fourun interest in the firm, while Goldberg and Perlman had the remai ing 75%. Circuit itself at present con-sists of five houses in Chicago nabes and interests in three houses in Wis-consin. Sell-out price reported at *1955 Adm.

consin. Sell-out price report.
\$185,000. Courshon, who served as general manager and active operator of the it, is understood planning to reside in Florida where he has several theatres. Joe Weiss goes in as gen.mgr. of the circuit as an employe.

gen.-mgt. of the playe.
Goldberg and Perlman are planning considerable expansion of the circuit both in Chicago and Wisconsin, with projects on for building operations where theatre leaseholds are not available.

WB ADDS 7 MORE TO PHILLY GIVEAWAYERS

Philadelphia, April 27.
Warner circuit, which for years clawed tooth and nail against givenways and games as boxoffice oxygen, has added seven more houses to the three where it started bingo and bonus several weeks ago.
Opening trio were the Kent, Cadet and Imperial. New ones are Cross Keys, Wishart, Keystone, Liberty, Colney, Strand and Lindley. Reports also around that chai may institute heavily-sugared bank-nite pots in several key houses.

Diamond West on Par's Shorts Prod. Lineup

Lou Diamond, shorts and music head for Paramount, is leaving for the Coast around June 1 to discuss shorts lineup for the coming season (1937-38) and to attend the sales convention which starts June 11

convention which starts outlined there.

Par will have a program of 100 shorts or a few over for the coming season under plans, including the Max Fleischer cartoons made in the Max Fleischer cartoons made in the satt, plus those made by Par itself in New York and independently-produced briefies turned out on the Coast.

There is no thought of giving up shorts production in the east.

Mono's Coast Setup

Los Angeles, April 27.
Olmstead-Stubbins, Inc., Pacific
Coast franchise distributors for Monogram Pictures, has established
exchange quarters in San Francisco,
Seattle and Portland, with home offi-

Seattle and Portland, with home offi-ces located here.

Los Angeles and San Francisco ex-changes will be operated by Mono-gram Pictures Corp. of California Seattle and Portland function under Monogram Pictures Corp. of North-

west.

A. M. Goldstein of Seattle will supervise both the Seattle and Portland houses, with George Blumenthal installed as Frisco manager.

Harmon-Ising Leaving M-G; New Deal Stymied

Hallywood, April 27.
Harmon-Ising is breaking off with Metro after failure to get together on a new contract. Current deal washes up after cartoon outfit delivers 12 more.

Studio to turn out its own color cartoons, with organization now being formed by Fred Quimby, head of M-G shorts.

W-K Continues Screen Ads

W-K Continues Screen Ads Spartanburg, S. C., April 27. Despite an additional tax of \$200 per house annually becoming effec-tive, four local Wilby-Kincey house are conti ing screen advertisments Several new accounts have beer signed by the Carolina, State and Strand, top houses of the system here.

here.
The law, which garners an extra \$800 annually from the theatres, was passed by city council.

Lina Basquette in 'Sea'
Hollywood, April 27,
Lina Basquette goes into 'Souls at
Sea' at Paramount,
Actress returned from England
last week.

NO BANK NIGHTS IN JAPAN-YET

Tokyo, March 31,
Bank night or similar propositions haven't hit Japan yet, and probably won't, because here the cops can sit on the lid simply through regulations they make, not being dependent upon passage of laws. Legit houses, however, are using giveaways to an i creasing extent to drum up biz.
Couple of weeks ago Shochi Shinjuku Kabukiza tied In prominent soap mfr. to give away three bars of their most expensive soap with each admish. Retail value of soap was just 10 sen under lowest admish price of house.

Harry Redmond Among 4 Hurt in Auto Crash

t. Louis, April 27.

Harry Redmond, owner and operator of Majestic, largest pix house i East St. Louis, was one of four injured when Redmond's auto was wrecked Thursday (22) as it plunged down embankment near Murphysboro, Ill., as driver swerved to avoid hitting dog. With Redmond were Dr. Walter Wilhelmij. Dr. Fred H. Gunn and William J. Veach, former city commissioner, and all but. Redmond live in East St. Louis." They were returning from fishing trip to Reelfoot Lake, Tenn. Car, atter running down embankment, attruck telephone pole and was demolished. All. were treated at St. Marry's hospital for severe cuts and bruises.

B&K Nixes Social Pic

Chicago, April 27.
Due to its social disease theme,
'Sintul' is being dropped by the
Theatre Booking Office, Baleban &
Katz (Paramount) subsi iary agency,
TBO agency has been spot-booking
the flicker on a states-right deal
around the midwest. B. & K. has
also taken the flicker off its screens.
Picture was dropped following a
request to do so from the Hays office headquarters,

Prince and Pauper' Bally Tied in with Coronation

Tied in with Coronation

London, April 20.

Topical theme of 'The Prince and the Pauper' has put a notion into the heads of the Warner folk to hold the world premiere of the picture in London during Coronation Week. Harry M. Warner, Sam E. Morri and Max Milder saw a run through, and immediately conceived the notion to grab a West End date, probably the Gaumoni, Haymarket.

Mark Twain's story is set in London during the Tudor period, and a highlight on the film version is the Coronation of Edward VI in a detailed replica of the Westminster Abbey of 400 years back.

WB in America is also tying i 'Pauper' with the May 12 celebration.

Hinsdell's Quest

Hinsdell's Quest

Dallas, April 27.

liver Hinsdell, talent scout for Paramount, was here last weekend eying stage hopefuls at little theatre and Southern Methodist university. He left Sunday (25) for New Orleans and will make visits to acting groups in Louis, Chicago and Des Moines before returning Hollywood by May Generally credited with discovery of Robert Taylor, Hinsdell says he is currently looking for 'somebody on the order of Gary Cooper.'

ANTI-VALANCE LAW IN DET.

ANTI-VALANCE LAW IN DET.

— Detroit, April 27.

Signs, bearing current attraction and hanging from marquees, were barned last week under a resolution adopted by common council.

Move, another step in council's long campaign to remove projecting signs from widened Woodward Avenue in an effort to make mai ster Detroit's Fifth Avenu 's seven theatres on Woodwar ing the Fox and State, houses.

THEATRES WANTED

sive quick action and invest \$200,000.

See, phone or write
MR. WILLIAMS
Ashland 4-4838 8 E. 41st Street
New York City

New York Theatres



GAPITOL GOOD OLD SOAK" with WALLACE BEERY COMING SOON "Night Must Fall"

Bette DAVIS in 'Marked Woman FORK 4 47th St. 25° to Open 25° to 0.30° a. SPECIAL MIDNIGHT SHOW TONIGHT Coming—"THE PRINCE AND THE PAUPER" with Errel Flynn — The Mauch Twins

"CAFE **METROPOLE**" Young, Tyrone Adolphe Menjou

PARAMOUNT TIMES

UNITED RIVOLI BYWAY .

Swing High-Swing Low With LOMBARD and MacMURRAY

ON THE STAGE—
LOUIS ARMSTRONG AND HIS
ORCHESTRA





ROXY

STATE Jeanette MacDONALD

Nelson EDDY in

"MAYTIME"

Stage - CAB CALLOWAY

"WAKE UP

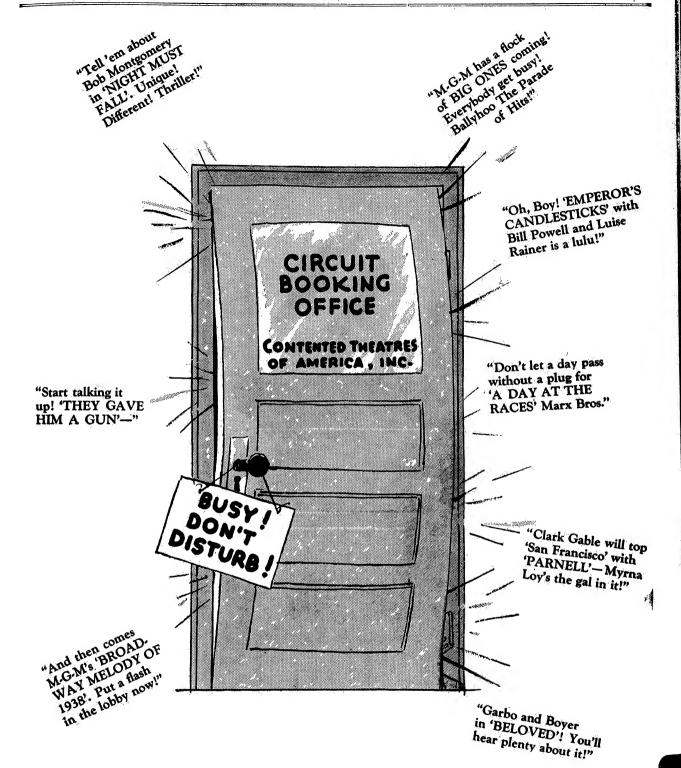
AND LIVE"

On the Stage:

EDWARD 6 ROBINSON IN HIS Greatest Role Since In His Greatest Role Since
"LITTLE CAESAR"
THUNDER IN THE CITY NEW Criterion Light 25c

ECKHARDT HEADS CHI B'D

Chicago, April 27.
Chyde Eckhardt, manager of the local 20th Century-Fox exchange, has been elected president of the Chicago Film Board of Trade.
Succeeds Allen Usher, former manager of local Paramount office, who resigned upon his promotion to district chief.



ARE YOU LISTENING?

LITTLE CAESAR EXPLODES A BOMBSHELL OF RAVES!

N.Y. POST:

"You'll be glad to have seen it—we guarantee!...this new offering does right by both Mr. ROBINSON and the customers...Miss LULI DESTE is as lovely as Merle Oberon and Myrna Loy combined."

N.Y. HERALD TRIBUNE:

"An amusing and heart-warming offering."
EDWARD G. ROBINSON is as brilliantly comic in "THUNDER IN THE CITY" ashe was sinisterly forbidding in his memorable gangster roles... acting throughout is of a high order... NIGEL BRUCE is splendid."

N.Y. AMERICAN:

"A good fun film ... amusing sequences... but there's more than comedy to "THUNDER IN THE CITY"... drama is present and romance accounted for...Mr.ROBINSON is ever alert, alive, vital, and brings a bounce to his part that is compelling and convincing all the way."

N.Y. SUN:

"Mr. ROBINSON plays with his customary brisk, effective style..."THUNDER IN THE CITY' is diverting ... amiable."

N.Y.TIMES:

"Good wholesome fun . . smoothness and pace."

N.Y. JOURNAL:

"A diverting item . . . neatly spun out."

The main whereached the surces with "Smart Money", "Little Cocses, "Silver Dollar", and "Bullets Or all and ay into the Criterion! EDWARD LULI DESTE NIGEL BRUCE · CONSTANCE COLLIER Screen play by Robert Sherwood and Aben Kandel Directed by MARION GERING An Atlantic Film Production - A COLUMBIA PICTURE



Literati

N. Y. Mayor Ends Press Strike
The Newspaper Guild strike at the
Long Island (Jamaica, N. Y.) Press
was settled on Monday (26) through
the intervention of Mayor LaGuardia, following the management
active Hall and the strict of the Guild's demands.
Management accepted the terms
following a lengthy conference at
City Hall, with an amendment stating that the Press had the right to
determine its own editorial policies
and cut the staff for reasons of
economy if such moves were made
in good faith. Re-employment must,

good faith. Re-employment must

economy if such moves were made in good faith. Re-employment must, however, be from a priority list of discharged employees. The Guild's Press unit accepted the amendment Monday night by a vote of 58-5.

A number of pickets at the Press were injured last Saturday (24) during a 20-minute battle with police resulting in several women being treated for hysteria, and the injury f Donald Durkin, 19, who received a concussion of the brain and was taken to a hospital. He was charged with assaulting a policeman and held in \$500. bail, but Mayor LaGuardia sat as magistrate and reduced the bail to \$25. Guild also brought charges of assault against the officer. The strike at the North Shore (Flushing, N. Y.) Daily Journal, continued last week, as did the hearings on the management's application for

on the management's application for a permanent injunction agains' strike activities. The defense closed against e closed

a permanent injunction against strike activities. The defense closed its case on Monday (26), contending briefly that the management had no case. The management withdrew its damage suit of \$50,000 against the four striking unions.

Strike threat at the Amsterdam News, Earlem's Negro daily, is now in abeyance. The management and the Guild agreed on the choice of Dr. Louis T. Wright as arbitrator who will decide on the competence of the two men, alleged to have been incompetent. Guild claims they were fired for labor activities. Hearings fired for labor activities. Hearings will be held tonight (28).

wui be neid tonight (28). Collective bargaining will be initiated at the United Press offices in N. Y. today (28). Hugh Baillie, president of the UP, will meet the negotiators with Morris Watson as chairman for the Guild.

Wired Colornhotos

Wired Colorphotos

First natural color photographs
ever' transmitted by wire recently
were sent from Hollywood by Ken
McCaleb, managing editor of the
N.Y. Sunday Mirror magazine section, while vacationing there. They
appear in the Mirror May 9.
Black and white photos have been
transmitted with near perfection by
International News Pictures, Associated Press wire-photor system and

ciated Press wire-photo system and other photographic wire transmission systems for some time. But this is the first successful use of wire photo systems for color pic-

wire photo systems for color pictures.

After tests had been made between N. Y. and Washington, before McCaleb left for the Coast, arrangements were made for the successful experiment in Hollywood. A good four-color separative negative, made from Dufay Color transparencies, were employed, McCaleb using the Soundhoto System of International News Pictures.

Soundphoto System of American News Pictures. Gloria Dickson, young starlet un-der contract to Warner Bros., where she is working in "Deep South," was selected for this test.

Author Sues Curtis

Suit to compel Jack Curtis to pay \$5,000 for the dramatic rights to 'The Queen' by Ladislaus Lakatos, has been instituted by the author and George Marton. Plaintiffs state that Curtis bought the play and then changed his mind, refusing to carry

out the terms of the purchase.

Case will be heard in N. Y. supreme court, with John J. Sweedler representing the plaintiff.

Dr. Finley Succeeds Ogden

Dr. Finley Succeeds Ogden
Dr. John H. Finley, 74, was appointed editor-in-chief of the New
York Times last week, succeeding
Rollo Ogden who died recently. Appointment followed return of Arthur
H. Sulzberger, publisher, from Europe, and was formally notated via a lead paragraph on the editorial page.
Dr. Finley had been acting in the post to which he was appointed, in the interim.

Krutch Leaves The Nation

Joseph Wood Krutch has resigned as editor of The Nation, effective June 1, to become Professor of English at Columbia University. He will, however, continue his weekly drama column for the mag.

Many tried and true Washington correspondents may fall by the way-side if the intentions of publishers outlined at the ANPA sessions are carried into effect. It is an economy carried into effect. It is an economy move, coupled with the fact that the Associated Press has developed an elaborate coverage of congressional sessions. Capital correspondents who are not actually given their walking papers are anticipating or alroady have received salary trims that has them seeking other fields of remoleyment.

ing or already have received salary trims that has them seeking other fields of employment.

With the Wagner Labor Relations decision forcing the AP into line, understanding with capital correspondents is that publishers not only are being sold on the idea that the press association gives sufficient coverage, but that the Associated Press may have to boost rates to carry out the new labor stipulations. AP is reputed to have some 70 to 80 working in congressional press galleries to furnish what it calls regional service to its member newpapers. Tip-off in the trend towards publishers using the press associations wire service is seen in the reported sharp decline in messages handled by the two telegraph companies in Washington.

Three Philly Newsmen Die

William F. Gleason, 55, Philadel-phia newspaperman for 25 years, died of pneumonia at his home in

William F. Gleason, 55, Philadelphia newspaperman for 25 years, died of pneumonia at his home in that city Sunday (25). Three years. following admission to the bar in 1909 Gleason joined editorial staff of the Bulletin and had worked there since that time.

William J. Mahoney. 63, former member of Associated Press staff and employed on several Philadelphia papers, died in that city last week. He worked on the staffs of the Evening Telegraph, Press and Evening Bulletin.

Arthur Pelz, 62, veteran member of the Philadelphia Evening Ledger art staff, died last Wednesday (21) at his home in Merchantville, N. J. Death was attributed to injuries suffered in an auto accident a year and a half ago. Born in Baltimore, he went to Philly to study at the Penalered in an auto accident a year and a half ago. Born in Baltimore, he went to Philly to study at the Pennsylvania Academy of Fine Arts, then joined the staff of the North American in 1897. He later worked on Williamsport Grit, but returned to Philly when Evening Ledger was born in 1914.

Publish One-Act Play Mag

Tuonsn One-Act Flay Mag
The One-Act Play Magazine, edited
by William Kozlenko, in New York,
is a new monthly mag. First
issue includes plays by A. A.
Milne, Gabriel Timmory, Philip
Freund, and Michael Blankfort,
Mag will contain four or five Freund, and Michael Blankfort. Mag will contain four or five original plays in each issue, together with reviews by prominent writers and a regular article on the one act play by Dr. Isaac Goldberg, Editors state both plays of the right and left will be published.

Future contributors include Jean-recovers Beneral Stefan Zweig, Dec.

Future contributors include Jean-Jacques Bernard, Stefan Zweig, Joe Corrie, Philip Johnson, Henry Du-vernois, Afred Kreymborg, Percival Wilde, Paul Green, Lynn Riggs, Harold Brighouse, Charles Vildrac, Ferenc Molnar, and others.

N. V. Woman Reorganizing

Application for reorganization under section 77B of the Federal Bankruptcy Act has been filed by the New York Woman, weekly mag, started last fall. Mag suspended published. lication with its last week's issue, but present plan. If reorganization gees through, is to continue publication as a monthly, with a June issue planned for May 20.
Liabilities were listed as \$637.677, inclusive of capital stock, and debts of \$441.766. Assets, according to the petition filed, total \$201.607. lication with its last week's

Unusual feature of financing the magazine was the sclling of stock to the public before the mag was published. It is believed to be the first magazine financed in this way.

N. Y. Post Adds Wingshot

N. Y. Post Adds Wingshot
Leo Wingshot, daily columnist for
Philadelphia Record, moves over to
the N. Y. Post beginning June 1.
Column will continue in Record.
Both papers published by J. David
Stern. Idea is to syndicate Wingshot's column, which is a semi editorial pillar.
If arrangement proves satisfactory
over summer, writer (whose real
name is Edward L. McKenna) plans
resigning as professor of insurance
in the Wharton School, U. of Pa.

Federal Writers in N. Y. compiling a 200 page book titled 'Birds of the World.'

From 'Sun Dial' Column In N.Y. Eve. Sun April 26

By H. I. Phillips

If VARIETY Wrote a Review of the Coronation Rehearsal

Coronation Rehearral
Coronation, the big British de luxer, seen in its full dress rehearsal, seemed to need pepping and pruning, but the show when readied up should be plenty socko both for class and peasant draw. Tryout lacked big personalities, both King George and the Queen being held in reserve for big punch when production is handed the trade.

Production has more horses than Production has more horses than the combined Barnum, Forepaugh and Ringling shows and is no weakling in display of gold hacks. Tops is the royal coach, a swell cab if there ever was onc. Look-ing like something from an early Cecil De Mille dream, with addi-tions by "Autor it medicad the Cecii De Mille dream, with additions by Zukor, it panicked the yokels. What it will do to the mob in the grandstands when occupied is. nobody's business. Gig was drawn by eight (8) horses that are better than rated.

Military guard looked skelcton-ized, but will be built up into sure fire appeal for the femme clien-tele. Horse Guards go to town in their end of biz and will be usual rave, but foot soldiers seemed to fall far short of top deck rating.

Entire performance was bogged down by usual London weather, which was strictly the headache for everybody concerned. Show also suffered from being poorly spotted between morning rush hour and forenoon shopping activities. Bright skies and plenty sun needed for this type of production at its best, but Lloyds will still give you fifteen to one against still give you fifteen to one against anything but traditional umbrella and galoshes background on the day George and Lizzie are jounced all over town to make a Roman holiday for the bounet and shawl

Twenty bands were spotted to help exploitation and did what the script called for. Hot music is crying need, however, and understand backers are howling for jazzing up of entire score. Music as now scheduled strictly patriotic flandoodle.

Full dress rehearsal showed lack of timing and at times action stalled, but stage waits will no doubt be cut in next ten days. Big draw is certain, but staying powers are questioned. Combo of a real king and a genuine queen (in person) regarded here as sure fire the control of the control o stuff with terrific pix possibilities.

Skepticism over appeal of pri-cipals fast disappearing. George is no Clark Gable and the wife no Miss Britannia, but pair will do in show of this type. Yanking of Eddie and Wally from cast was big upset to all concerned, but im-pression here is that new faces will help show. will help show.

Production is by British Isles, Inc., but whole empire is reported cut in. Verdict on this one: Better than Paine's Fall of Pompeil or Bill Rose's last Hipp show, but not as big as Radio City's plans for next season. Only burden is terrific overhead and question whether American Ambassador will appear in knee pants. Production's one need is gags and a strip tease.

CHATTER

CHATTER
William Beebe has gone to Bermuda for the summer.
Jo Pagano, writer under contract to Metro, has sold a short story, 'Awinding We Will Go,' to Atlantic Monthly.

Monthly.

H. H. Van Loan doing syndicate

Congressman Marion

series on late Congressman Marion Zioncheck. Widow, now in Holly-wood, is furnishing the material.

Eve and Bob Burkhardt have turned out their 27th Rob Eden yarn, 'Men on Her Hands,' to be syndicated through the Des Moines

Register.
Frederic F. Van de Water, formerly literary editor of the N. Y.
Evening Post, has written a book
titled 'A Home In the Country' due

EXPLOITATION :-: By Epes W. Sargent

Telling It All

Contest tieup with Detroit Times

Contest tieup with Detroit Times, with prizes totaling \$50 for best letters from readers describing qualities they want in the woman or man 'I love,' highlighted United Detroit Theatres' campaign on The Woman I Love' (RKO). Starting day flicker opened at the Woman Love' (RKO). Starting day flicker opened at the Wichigan, contest got a three-column announcement, plus plenty of art, in the women's section of Times. Stunt also received major attention in 'Open Door' column of sheet's woman page editor. Contest van forentier week film was at Michigan, with letters from readers being published daily until announcement of the winners last day of pie's engagement. gagement.

Snappy Comeback

Snappy Comeback

New Haven.

For 'Wake Up and Live' at Poli's, Bob Russell used two fruitful stunts. First was a newspaper gag contest running daily cuts of Winchell and Bernie, with one character saying something and the other ballon left blank. Oakleys went to best snappy comebacks used to fill out blains five-and-dime tien that gave a complete window display of film's music, we have a five and complete window display of film's music, weaturing an invite to strp inside and hear 'The Phantom Singer. Warbler was a Poli usher in disguise. Larry Stark promoted a street parade of boys' band and a group of organizations toting banners. We're on our way to see 'The Good Old Soak' at Poli's opening day of run.

Riced Biz

C. G. Keeney, of the Park thea-tre, Reading, Pa., used an excep-tionally well-written form letter to put over the readshow of 'Good Earth' even if he does refer to Louise Ranier.' Used a yellow let-ter sheet and stapled a glassine en-velope containing a lew grains of rice to one corner.

rice to one corner.

But the rice was mcrely an attention getter and not the whole sales scheme. Leads off the text with Behind these few grains of rice is the legend on which the story is based.

Stress is given the reservoit n of all seats, and messenger delivery offered on telephone reservations.

Pitts Opens Up

Pittsburgh

Theatres lost no time swinging into action minute three Pittsburgh newspapers abandoned their three-year old ban against all movie tie-ups and first under the banner with a stunt was Joe Feldman, advertising manager for Warners here. Day after taboo was dropped, Feldman tied in with Hearst's Sun-Tele on stunt involving current attraction, History Is Made at Night. Woman's page of sheet offered 10 sets of tree tickets to Stanley for best letters written by dames on what they'd do if they had a vicious husband who refused to give them a divorce. That's a situation in flicker.

Rattling the Skeletons

Washington.

Earle, local WB house, got nice break in Daily News with 'Odd Family' contest hung on 'Call it a Day.' Pointing out that pic centered around doings of an interesting family, court of the content of the content of the court of Washington

Bombed 'Em In

Seattle.
Mike Newman, handling publicity
or Columbia Pictures in western
rea, pulled a nifty for Lost Horion' (Col) for its two weeks at the
fet

area, pulled a nifty for LOST ROUTON' (CO) for its two weeks at the Met.

Bombs exploded each night at 8:15 by spec. permish of police. The payoff was a tieup with Daily Times info bureau, which gets calls locally for almost any kind of info. Plant there was for reply like this: 'It's curtain time at the Mctropolitan theat for 'The Lost Horizon.'

This Is New

Leon J. Bamberger, of the RKO sides force, has hit on a brand new dida. Campaign book for 'Shall We Dance' is enclosed in a gaily lithroan be folded to make a for-square lobby lantern. Cutout figures and everything.

out next month.

Milt Morris is handling the Noel
Sickles assignment at the AP for
two weeks. Sickles, political cartoonist, left recently to join the
Daily News. Post may be discontinued at the AP.

Henry Harrison will edit Poetry
World, starting with June issue.
Format of the mag will be reduced.

Format of the mag will be reduced.

Conde Nast.

House Organs

House Organs
One of the signs of returnin prosperity is the increasing number of house organs gotten out by the smaller houses and circuits. Most of the large circuits have been keeping on through the depression, but even here there is evident a tendency to expand the issues and go in on a larger scale. The Loew circuit, for example, has greatly widened the distribution of its major house organ, while retaining the small fourpage weekly for all important Movis Guide recently went from slick to newsprint paper to permit a larger edition and a distribution of all theatres.

Smartly edited there is no more useful aid to business than the house organ, but that 'smart' is the stumbling block. Too many who get out these sheets think it sufficient to clip a few press books for stories about coming shows, paste in a few news items from the same press-book source, and call it a day. That isn't the way at all.

Cleanup Time

Cleanup Time

Cleanup Time

Spring cleaning suggests a revival of the tin can matinec. It is always a good stunt and can be worked year after year. Moreover, it is a gag that meets the favor of the householders. In its simplest form it is the offer of admission to a special matinee to any youngster who brings the offer of admission to a special matinee to any youngster who brings the property of the property

Bazooked 'Wedding'

Bazooked Wedding Columbus. Making the Columbus public, and especially the klds, bezooka-conscious is the idea worked by the RKO Palace to exploit the Bing Crosby-Bob Burns film, Walkit Wedding. With stores her helping Crosby-Bob Burns film, Walkit Wedding. With stores her helping crosby-Bob Burns film, Walkit Wedding. With stores her helping cross-bazookas, theatre promoted a bazooka contest in the schools, with contest-ants invited to a Saturday morning show at the Palace to compete for prizes by playing the gadgets.

Offense to Advertisers?

Al Whittle, Rialto exploiteer, had to ditch his whole ad campaign on Columbia's I Fromise to Pay who the state paper on a for the state of the state

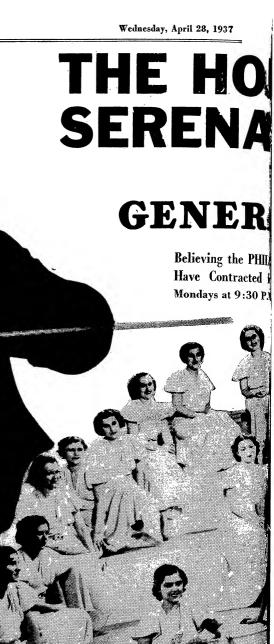
Theatre Changes

Marty Schwartz resigned as manager of F-WC Village, to go into nitery biz. Replaced by Harry Marx, transferred from the Westlake, with W. C. Rleord, Jr., moving from Behmot Form Marker of the Marker

500 Sector in Arcadia, suburous town.
E. S. Calvi and E. C. O'Keefe purchased the Egyptian, Maywood (suburb), from Mrs. Francis Mellinger, who is retiring. Gerald Gallager, manager of the Fox, upped to city manager for Fox-West Coast's 10 houses in San Diego. He will continue to manage the Fox. Ruper Moore, assistant for several the Moore, assistant of several wood, and manager of the F-WC Plaza.
S.D. Fred W. Siegel has taken 10-year lease to operate new house now under construction in Escondido, Cal.

Fred W. Siegel has taken 10-year lease to operate new house now under construction in Escondido, Cal. Grauman's Chinese is experimenting with 15 rows in center of house sold as reserved seats for matinee and night performances at upped price, paralleling loge prices in other first runs locally.

Denver,
Lon T. Fidler has resigned as district manager for Grand National in
Denver and Salt Lake City and will
take over the franchise for Mangram Pictures in both of Denver
the Company of the Company of the Company
to the Company of the Company
to the Company of the Company
to manager in Salt Lake
City, to manage the exchange in that
city.



The harmonies of the THREE LITTLE WORDS

RETURN ENGAGEMENT

AT THE PARAMOUNT, NEW YORK, IN JULY

New Paramount Short to Be Released In August

The Hour of Charm

JR OF CHARM DES AT NIGHT

HE DEALERS OF



L ELECTRIC

PITALNY PROGRAM Capable of Peak Circulation the Important Night-time allotment of D.S.T.—On the Red Network (NBC) Coast-to-Coast



The haunting voice of **M** A X I N E



E V E L Y N and her magic violin



Gallanu Conducting Conducting

EVERY MONDAY 9:30 P.M. DST. RED NETWORK NBC COAST TO COAST

Rudy Vallee Takes the Mike to Tell The World Why—After a Boston P.A. Suit—He Abhors 'Inane' Publicity

Boston, April 27.
Following a conviction in municipal court here April 21 of assault on a newspaper cameraman, Rudy Vallee went to bat for himself on two local radio stations (WNAC and WMEX). He spoke more than 10 minutes at each studio, taking time that was gladly donated for the novel broadcasts.

First of Vallee

First off. Vallee denied the fracas First off, Vallee defined the traces in the lobby of the Shubert theatre, April 6, was a publicity stunt, and then stated emphatically that he had not employed a p.a. for six years, that he was definitely opposed to publicity, anyway.

In the theatrical profession there is a saying, 'never mind what you say about me so long as you say something.' I do not subscribe to

something! I do not subscribe to that philosophy.

T believe an artist stands or falls by his work. Publicity is of little help to him in the long run. If a motion picture actress makes three or four bad pictures one after another, no publicity can save her. If a famous prizefighter begins to stip, no publicity can save him. So it is with any artist.

In saying this I wish to distinguish between straight news and publicity. In the specific sense, publicity is the inane nonsense that a publicity agent is hired to think up and get into print. Such stupid things as what a person eats or wears. I have always avoided interviews on drival as a plague. 'In saying this I wish to distinguish

ways avoiced intervence as a plague.

It have also avoided visiting hospitals and orphan asylums and other things that press agents think up to get their clients in the newspapers. I wonder how many of the general public realize that there is a number of the reason for such visits. general public realize that there is a purely selfish reason for such visits to hospitals by miny in the public eye. Their only interest is to get their pictures in the paper. 'I have been asked if that grape-fruit episode at a Boston theatre was a combinated with a superior of the property of the pro

fruit episode at a Boston theatre was a publicity stuin. The answer is that it was not and anyone with any reason should realize that. I was not singing at the time it was thrown at me; I was playing a saxophone. A grapefruit weighs a pound.

It was hurled from the balcony, and you can imagine the terrific force it gathered. If it had struck we instrument every tooth in my

my instrument every tooth in my mouth would have been knocked out. If it had struck the mouthpiece, the reed would have been jammed down my throat, and I might have been

Raymond FitzGerald, attorney for Benedict FitzGerald, the photog, in the theatre lobby assault case, burned when he heard of the two broadcasts.

broadcasts.
Vallee was alleged to have objected to his being snapped with an arm around Evelyn Gresham, New York showgirl. Incident occurred in the inner lobby of the Shubert theatre April 6.
Harry Paul, local rep for Irving Berli, Inc. who was with Vallee at the time of the scuffle with the photog, was also found guilty of azzault and fined \$50. Fitzgerald had also accused Paul of damaging his camera but the judge dismissed

had also accused Paul of damaging his camera but the judge dismissed this charge, holding that it was a case for the civil court.

Among those who took the stand to support Fitzgerald's version were Leo Gaffney, drama editor of the Sunday Advertiser, Joyce Dana, fifurcritic for the Record, and the theatre's chief usher.

O'Keefe Vice Allen

Walter O'Keefe has been set to head the variety show which will replace the Fred Allen contingent in the Bristol-Myers spot on NBC Wednesday nights, starting July 7. Peter Van Steeden stays as baton-

Ted Weems Alemite Sub
Chicago, April 27.
Ted Weems' orchestra will replace
the Horace Heidt orchestra for two
programs on the Alemite show on
the last two weeks in May.
This fill-in will serve during the
fortnight's vacation for Heldt and
his gang.

HIMBER SET FOR FALL

Summer Furloughs for Los Angeles Dance Engagement

ichar imber orc has been signed for a fourth season, starting in the fall, for Studebaker. Likely to continue over NBC-blue on Mondays, as currently, unless the series can ease into a Wed, ite slot on chain's red ribbon. Last week Himber flew out to Chicago to confer with P. Roche, of the Roche, Williams and Cunningham agency, who personally handles Studebaker account. Ork will have a short summer furlough, which will

Studebaker account. Ork will have a short summer furlough, which will permit the crew to play the MCA-booked dates, in the Coconut Grove, Los Angeles, and Palmer House, Chi. Setup for the fall. Studebaker series calls for a variety show, with Himber acting as program producer and talent buyer. Ore stick-swisher will have at disposal budget of \$7,500 per broadcast.

will have at disposal budget of \$7,500 per broadcast.

Present series for Studebaker will roll on until middle of July, when the ore ducks off for its nitery engagements. Final details for the autumn resumption of programs will be settled later; this week when Roach arrives in N. Y.

NBC to Adjust Hamilton's Pact: **No CBS Bidding**

NBC declared Monday (26) that it NBC declared Monday (26) that it would likely get together with Guy Hamilton, head of the McClatchy network, of an adjustment of his contract. Hamilton was reported as dissatisfied with the way the agreement now in effect with NBC has been working out, and is desirous of having something done about it right

away.

Columbia reported that Hamilton, while in New York last week for the newspaper publishers' convention, had tried to make a deal, but had been informed that CBS had no intention of getting into a trading position with him. Prior to the McClatchy group going NBC last year, Hamilton was charged by Columbia with using its successive offers as bidding bases for negotiations with NBC.

Storm Puts Balto WFBR Out of Commish 3 Hrs.

Baltimore, April 27.
High winds blew down the WFBR
tower during height of a severe rain storm at noon yesterday (Monday).
Station was off air three hours, miss-

Station was off air three hours, miss-i important chain commercials, be-fore hooking up auxiliary antenna. WCBM and WBAL gave courtesy spots during breakdown. Former station offered to clear time grafis to accommodate important chain pro-grams, but temporary hookup func-tioned.

Harvester Dealers Jointly **Bankroll KGLO Programs**

Mason City, Ia., April 27.
KGLO has roped what it believes
to be only airing ever sponsored by
International Harvester. Heard five
half-hours each week, the studio
program is paid for by 70 dealers of

program is paid for by 70 dealers of the company in this rural territory. On the 30-minute period are Mc-Cormick-Deering Revelers, a Farm-all chorus, the Serenader, and Farm-er Bill, who acts as m.c. Martha the Cow, a novel idea, has been inserted in the program and moos for the radio audience. Program goes over strong in typically urban area.

Pilot Award of Merit for distinguished broadcasting was awarded yesterday (Tues.) to Parks Johnson and Wally Butterworth for their work as conductors of the NBC Vox

Thompson Sets Horton For Coast Yeast Spot

J. Walter Thompson will have still another show emanating from Holly-wood when Edward Everett Horton takes up this fall for Fleischmann Yeast in the account's half-hour spot on the NBC blue (WJ) link Sunday nights. Ozzie Nelson will stay with the program.

After Robert L. Ripley leaves the Sunday spot it will be filled by the all-colored show headed by Louis Armstrong for the support nstrong for the summer.

'VARIETY' MUGG SLIPS A. N. A. AN EARFUL

Hot Springs, Association of National Advertisers, currently holdi convention at the Homestead hotel here, devoted half half day iscussing radio. Among several speakers Robert Landry

lined, from the showmanship viewpoint, some of 'the typical produc-

lined, from the showmanship viewpoint, some of 'the typical production pitfalls into which radio advertisers sometimes tumble.'
Variery mugg mentioned: (1) the
opened by mistake program, (2) the
theverything but the kitchen stove
program, (3) the let's not forget
we're selling soap program, (4) the
public be damhed, hurray for our
dealers program, (6) the 'ves,
Mr. Jones' program, (6) the 'ves,
Mr. Jones' program,
Radio programs suffer, Landry
opined, because entertainment executives are not given equal voice
with advertising executives. On
one hand there is sponsor eccentricity and on the other hand advertising agency delegation of production to dubiously-qualified young
men. The net result is fumbling
guesswork that is constantly drivout
ing production costs higher without
production cost of programs is now
40% average of budget against 28%
in 1930.

ARNEW Drops Newsmen From Executive Council

Chicago, April 27.

Vote of confidence to president
John Van Cronkhite and a decision
to increase the activities of the organization were two of the results of
a special meeting of the executive
committee of the Association of
Radio News Editors and Writers in

a special meeting of the executive committee of the Association of Radio News Editors and Writers in Chicago over the weekend. Representatives of press service men are no longer to be members of the exec council, and to this end resignations of Willard Hagen, United Press; Dixon Stewart, Transradio, and Ted Christy, of International News, were accepted. These men and others employed by news, services will, however, remain in good standing within the ARNEW.

Their resignations from the exec council were based on the general agreement that ARNEW is primarily an organization for news editors and writers of stations. Beckley Smith, of WJAS, Pittsburgh, and Al Holdander, of WJID, Chicago, were added to the exec committee, with Hollander elected as secretary-treasurer, replacing Christy.

First annual convention of ARNEW will be held i Chicago during the first week in September, at which time an election of officers for the ensuing year will be held; also a discussion and adoption of the ARNEW constitution and by-laws. Jack Harris of WSM, Nashville, heads the convention committee.

ARNEW now has a membership of 165 news editors and writers, ith a drive started to increase that total to at least 250 by the time the convention round.

Rockwell's Coast Yen

Thomas J. Rockwell, head of Rock-well-O'Keefe, who has been in New York since last Friday (23), is figur-ing on going back to Hollywood Monday (3).

This is his first visit east since es-tablishing a residence on the Coast last fall.

Agency's Quiz for Employes

How to get a job at J. Walter Thompson's is an important subject to would-be radio careerists. It is also an important subject to J. Walter Thompson. Latter has prepared what is thought to be the toughest psychological questionnaire for prospective employes in advertising. And one of the toughest for business generally.

Among the requirements at Thompson's is that the employe must write a 1,000-word essay about himself. Must also introspectively deci if he's pulsive? Patient? Poised?

Employes' Application
What was, or what is, your father's business or profession?
What are your religious affiliations?
Are you single, married, widow, widower, or divorced?
Have you children? If so, give number and ages,
Have you always had good health?

Have you always had good health?
Is your life insured?
Do you live at home?
If so, of whom does your family consist?
Are you free from all duties which would be likely to interfere way, your duty to the company, should you be employed?
Autobiographical Sketch
lease give, i typewritten form, a brief istory (1,000 words) of the more important events in your life. Please do not give just an outline of these events chronologically, but write frankly about your personal history beginning with childhood.
Please submit inexpensive photograph of yourself. This will be re-

Please submit inexpensive photograph of yourself. This will be returned upon request.

Please select, from a recent issue of Ladies Home Journal, the three advertisements which are, in your opinion, the best. Give, on a separate sheet, your reasons for these selections, in not more than 50 words for each advertisement. Please clip the advertisements and attach to sheet.

Home your

Have you Concentration. Imagination? Manual Accuracy?
Mental Accuracy?
Clearness of Expression? Patience? Patience?
Perseverence?
Poise?
Energy?
Self-confidence?
Optimism?
Are you systematic?
Conscientious?
Deliberate? Deliberate?

Impulsive?

What do you lack?
What is your ambition?
Do you do your best work when it is planned for you or when you plan
yourself?

yourself?
Have you ever written any stories, poems, essays, articles, our school work?
Have you ever had anything published?
Have you ever done any research work? If so, on what subject?
Of what clubs, societies or organizations are you a member?
Have you any knowledge of music, art or pictures?
What is your hobby?
How do you spend your leisure time-chief sports and amusements?

How do you spend your leisure time—chief sports and amusements?

Education

State your education above the grammar school, giving dates, length of ime in each school and degrees, if any.

What languages other than English do you read, speak or write?

In what subjects were you most interested in school and college?

Record of Previous Experience

Give the names of the firms by whom you have been employed, beging with the first.

Firm name and address:

What work did you do?

What salary did you receive?

What one thing do you think you contributed while at this work which improved or developed either it or the method of handling it?

Of what part of your work are you most proud?

How long were you there?

Of what part of your work are you most proud?
How long were you there?
Why did you leave?
May we write your present employer?
Have you ever been dismissed, suspended or allowed to resi
or cause; if so, when and for what reason?
how your employed time has been spent since leaving school or

What position are you seeking?
Why do you believe you can make a success in the position for which you are applying?
What experience have you had which you think especially fits you for the position for which you are applying.
What knowledge of the advertising business have you?
What knowledge of the advertising business have you?

What salary do you expect?

Could you accept a position immediately? If not, when?
Are you so situated that you could be transferred to any of curoffices?

Personal References?

Betty Jaynes Inspires Managerial Squabble

Hollywood, April 27.

Legal complications are developing over spotting by the William
Morris office of Betty James, 16year-old operatic soprano, on the
Chevrolet program last Sunday (25) of
CBS concert bureau, insists the
singer is under contract to them
and the Morris office had no right to
book her and collect commission.
Law firm of O'Melveny, Tuller &
Myer is handling the case for Evans
& Salter. Morris' attorney claims
andice of contract termination was
served on Evans & Salter in Chicago. Hollywood, April 27.

Charles E. Saylor is new p. a. for Don Lee network on the Coast. Comes to radio from advertising sales exec post with manufacturing firm of J. F. Helmold and Bros., Chicago.

GROTKOP VICE CONDON AT OKLA. NETWORK

Oklahoma City, April 27. lenn Condon, resigned managing director of the Oklahoma Network. Inc., has been replaced B. M. Inc., has been replaced B. M. Grotkop. W. E. Robitsek quit network to give his full time to Station KTOK, commercial man-

Station KTOK, commercial manager.
Grotkop came to Oklahoma Network from WKY, where he had been on the sales staff, and assumed a similar position there, finally replacing Condon.

Klauber Resting

Edward Klauber, CBS executive v.p., has gone off for a rest. His present plans are to stay away from his New York office until the middle of June.

NETWORKS' SPORTS

Off-the-Air Recorders Would Like **Trade Association to Correct Abuses**

recorders in New York to organize themselves into a trade association. Counsel for one of these outfits, ranscripti Inc.

structed to draw up a charter and

structed to draw up a charter and by-laws and papers have been prepared the recorders will be brought together for an organization meeting.

Idea of the trade body was originally suggested by John G. Paine, chairman of the Music Publishers Protective Association, so that he could treat with recorders as a unit in working out a uniform licensing contract covering the use of music. Paine figured that it would be better to handle the negotiations that way instead of pitting: one laboratory against the other. Similar discussions have been held by Paine with radio stations on the take-off licensing matter and he has told the latter that he would prefer to get together first with the laboratories.

Cut-Threat

Cut-Throat

first with the laboratories.

Cut-Threat

Off-the-air recorders interested in a trade association more from the angle of doing something to stabilize their business than in having a common front on the music licensing issue. Among the things they would like to do is set up a credit rating bureau, eliminate cut-hroat methods and arrange a system of co-operation whereby one firm or two would take care of all the small late pickup jobs some particular night of the week. Such recording orders would be staggered through the week, with the discs turned over to the firms which had obtained the original orders. Although the firm which actually did the recording would get the full fee horder-taker would save money by not having to keep an engineer on the job until after midnight for \$3 assignment.

Among those represented at a re-Among those represented at a re-cent meeting on the trade association idea were Universal Recording, Radio Film Methods, White Record-ing, Ed Strong, Advertisers Record-ing Service, National Recorders and Sound Reproductions, Inc.

Elastic Deal for All Time After Ball Games **And Until Next Commersh**

icago, April 27.

icago, April 27.

Taking a gamble on the length of the ball games, WGN, the Chicago Tribune station, and the Peter Fox Brewing company have signatured a deal on a flat weekly rate for an after the ball game' period.

Fox beer gets as much time as is left after the ball game up to the next 15-minute mark, which means that Fox may get anything from one minute to 15 minutes on its flat deal, depending on the length of the ball game. It's a jazz dise session tagged 'Swing It.' Placed through the Schwimmer & Scott agency

Hayes Leaving Richfield, Dickering for New Spot

San Hayes, who severs connections who severs connections who severs connections were after six years on the Coast NBC-Red network as the Richfield Reporter, made two flying trips to San Francisco last week, planing in and out the same day. Hayes is said to be negotiating with Associated Oil to do a series of sportscasts.

Colbert's Lux Encore

Hollywood, April 27. Claudette Colbert will do a repeat

on Lux broadcast May 3.

J. Walter Thompson scripters are condensing 'Hands Across the Table' as her vehicle.

Help Wanted

Detroit.

Detroit,
Announcers are scarce in these parts.
A Michigan station has applied to the National Re-Employment Service office here for help in finding an experienced spieler, between 25 and 35 years old, with a college sheepskin and a 'pleasing voice.'

NBC MICE GAG DRAWS P.O. **FROWN**

Postmaster-General James A. Farley has ordered all postal offices to cease accepting live mice through the mails. Usase came as a result of the bombardment of rodents launched by NBC as a promotion for its series of singing mice' programs. To date the network has shipped more than 800 cheese-chewers through the mails. Some were sent to ad agencies and prospective clients by NBC sales promotion dept. others by the publicity office to radio editors around the country.

NBC has been conducting programs with mooing mice for the past month. Rodents representing Boston, Chicago, Memphis, Seattle and New York have been heard. On May 2 an international contest will be held, in which the British Broadcasting Corp. will submit an entry, a rare Welsh rodent, via the short-wave route.

HARDING LEADS GUEST PARADE ON JAVA AIRER

Hollywood, April 27.
Leading the weekly parade of guesters on the new Chase & Sanborn hour show will be Ann Harding, set for the inaugural, May 9. Werner Janssen, her husband, conducts the music on the java successor to Haven MacQuarrie.

Nut on the show for the talent will hit around, \$12,500 when Nelson Eddy joins up in August, He's down for \$5,000, with remainder of coin split up among Edgar Bergen, Don Ameche and the Janssen crew.

Dwight Cook produces for J. Walter Thompson.

'Man's Family' Author

April 27.

Carlton E. Morse, author of NBC's One Man's Family' serial, boards the China Clipper tomorrow (Wed.). Or: a 12-day round trip flight to China on the 1st plane carrying commercial passengers to the Orient. Morse will air his impressions over NBC network from several points during the flight. He also expects to feed copy to one of the news services. Michael Raffetto will produce the Family' episodes while Morse is away. Scripts, written four weeks in advance, were rewritten last week when. J. nthony Smythe (Father Barbour) suffered a nervous breakdown and his part had to be deleted until he recovers.

FORD'S NEW SINGER

New addition to Ford Motors' CBS Saturday evening Universal Rhythm' half hour is Carolyu Urbanek, lryfic soprano. Warbler will do duels with Joseph Bonelli, featured on programs.

A newcomer to radi , Miss Urbanek has had three years the concert field.

NBC VS. CBS ON ATHLETIC BIDS

Offers for Tennis Matches Bring Sports Auctioning to Surface -- Competitive **Bidding Will Mean Jump** of Hundreds of Thousands in Sustaining Costs-Networks Accusing One Another of Violating Pact

MUTUAL ON SIDELINES

NBC and Columbia are accusing each other of violating an agreement to refrain from trying to get the exclusive rights to sporting events by the competitive bidding route. the competitive bidding route. Broadcasters on the sidelines expect this wrangle to lead to a complete lifting of the lid as regarding payments for amateur as well as professional sports events, with the two major webs setting a pace that will boost their outlays for sustaining programs by hundreds of thousands of dollars.

Determined to stay out of the

of collars.

Determined to stay out of the scramble, if it involves the expenditure of money, is the Mutual Broadcasting System, which Monday (26) informed the U. S. Lawn Tennis Association that it had no intention of entering a bid for the broadcast rights of any of the events controlled by the association. It was a letter sent by the tennis association to the networks which brought the till between NBC. and Columbia over the sports issue to the surface.

NBC's Burnup

tween NBC and Columbia over the ports issue to the surface. NBC's Burnup
In which the British Broadcast-Corp. will submit an entry, a Welsh-rodent, via the shorter of the surface of the route.

RDING LEADS GUEST
IRADE ON JAVA AIRER

Hollywood, April 27, the street of the new Chase & Santhour show will be Ann Hardset for the inaugural, May 9, the route of the new Chase & Santhour show will be Ann Hardset for the inaugural, May 9, the route of the music on the java success the Haven MacQuarrie.

It on the show for the talent will around, \$12,500 when Nelson by 5,000, with remainder of coin up among Edgar Bergen, Done he and the Janssen crew, wight Cook produces for J. Walthom Will Air Orient Flight

April 27, the control of the street of the surface of the surfac

Geo. Hartrick Hurt in Fall In Cleve. Elevator Shaft

Cleveland.

George Hartrick, WTAM announcer and singer, fell 14 feet down an elevator shaft in station's building and is in hospital here with severe interior.

Examiner Bramhall Does Nip-Up On WMEX Power Boost; Likes It Better in April Than He Did in Feb.

N. Y. Radio Colony

New Rochelle, which enjoyed New Rochelle, which enjoyed some fame 20 years ago as the town mentioned by George M. Cohan as '45 Minutes from Broadway and not a cafe in the town' has now become a residential colony for radio people. Suburban New York village is thick with network, agency and talent figures.

LOHR LEAVE JUST A RUMOR. SEZ RCA

RCA circles last week scouted as groundless the report that the NBC board of directors would in the near future loan Lenox R. Lohr to the New York World's Fair (1939) as operating head for a two-year term. Report also had it that Niles Trammel, v.p. and gen. mgr. of the network's Chicago division, would be brought in as executive v.p. and chief administrator during Lohr's absence. Prior to his post with NBC Lohr was operating head of the Chicago World's Fair. As yet the N.Y. fair's board has not selected an operating head of the Chicago world's real should be considered in the chairman of the board, a position which is analagous to the one which Gen. Rutus Dawes held with the Chicago World's Fair.

FILMERS NIX CAMPANA COIN: N. Y. GETS 'CAST

Hollywood, April 27.
Campana's First Nighter returns east late next month after agency failed to land a picture name to take over Don Ameche's spot. Barbara Luddy has been signed for the femme lead.

Agency tossed in the

semme lead.

Agency tossed in the sponge when its bid of \$500 a week was scorned by the players overtured. Ameche checks off to emcee the new Chase & Sanborn variety show. Lester Tremaine will double from 'Grand Hotel.'

Hagen Leaves WMCA For CBS Spelling Bee

Harry Hagen, who until recently conducted the spelling bee on WMCA, New York, starts on a sillar assignment for Columbia May 8. It will be on a sustaining basis. WMCA was negotiating with another account that wanted Hagen when the station suddenly discovered that CBS had quietly stepped in and signatured him to a contract. Hagen's previ connection on WMCA was Chase & Sanborn Coffee.

Utility's Summer Radio

Chicago, April 27.

Commonwealth Edison is buying time on two stations fot summer exploitation here, going on WMAQ, three times weekly, and also on WBBM thrice weekly, taki alternate days on each outlet.

Planning on a vox pop show for WMAQ, with the questions to be oiped in from the Edison showrooms. Figuring on novelty show also on WBBM, but may switch to the 'Manhattan Mother' script.

Lord & Thomas agency doing the dickering.

Washington, April 27.

One of the most sensational and controversial cases in recent radio history neared a climax last week when Examiner John P. Bramhall urged the Federal Communications Commission to give WMEX, Boston, a 50-fold jump.

Although he indicated clearly at hearings in February that he was dissatisfied with the applicant's case, Bramhall went down the line for the Boston group. Ex-Governor Curley of Mass., is said to be deeply interested in WMEX.

Bramhall dismissed a variety of objections and told superiors that protests of WAAB and WNAC, Boston, and WLAC, Nashville, were without foundation. Surprise followed publication of Bramhall's findings, particularly when his conclusions were contrasted with is attitude at the hearings. Although he declared at the public discussion he was dissatisfied with testimony regarding financial ability and program service, in the report he gave The Northern Corp., license-holder, a clean bill of health. Likewise, he pushed aside technical objections, minimizing economic hardships which may be inflicted on other Hub transmitters and suggesting the Commish overlook the fact that the site does not comply with standards of the F.C.C. engineers.

Finances Still A Mystery
The report did not clear up an auran of mystere work of the fact that the site of the fact and sure of mystere work fact.

comply with standards of the F.C.C, engineers.

Finances Still A Mystery
The report did not clear up an aura of mystery about finances of the WMEX group. Bramhall accepted at face value statements that the stockholders had \$37,000 on deposit In a construction fund in various. Boston banks and snooted evidence that the transmitter's total profit last year was only \$97.16.

Novel touch to the report was lengthy discussion of economics of Boston broadcasting business. Disposing of objections raised by the other Hub transmitters, who feared effect of added competition, Bramhall partly justified the applicant's financial responsibility by remarking that a 100% rate boost will. follow granting of the application.
The case has been a hot potato since inception of political aspects, plus the fact that the original application was rushed through without hearing last June. Names of many prominent politicians have been mentioned in regard to the proposition.

In view of the unprecedented pro-

In view of the unprecedented pro In view of the unprecedented propritions of the power jump and the political ramifications, the case is generally expected to wind up in the courts no matter how the Commish stands. If WMEX is allowed to move from 1,500 to 1,470 and jump from 100-250 watts to 5 kw, John Shepard is almost certain to appeal, while the reputed political backers are expected likewise to resort to litigati if the plea is ni

Ford Show Touring Strictly for Dealers' Families in 22 Keys

Al Pearce the ship sick Lucas, stock (who personates Tizzic Lish, although many think it's a real femme), Larry Marsh, and Lord ilgewater (Monroe Upton) are starting out on a tour this week of 22 key clies, over a period of five weeks, on behalf of the Ford dealers. The personals will be for the Ford dealers and families exclusively, and not in the nature of free commercial shows to laymen. Broadcasts ill be picked u route, the tour taking them clear to the Coust. ick Lucas

Personality and Enterprise Drained Out of Baseball Broadcasts in Chi

VARIETY

, April 27, With the baseball executives, executives, station executives, sponsor executives and many iving the baseball

, the caution-and daily written instrucbaseball play-by-play icago and throughout

nounci nounci icago and throughout the nation has become as standardized as the breakfast foods, cigarettes and gasoline that they are lugging.

rettes and gasoline that they are lugging.

Ton't do 'you mustn't say that,' You refer to the other, are the warnings that are constantly bombarded at the announcers. No personalities, no individual comment, no arguments and no excitement. In other words, the instructions are speci that the baseball play-by-play spielers should do nothing that will make 'em stand out from the mob. Sponsors, stations and agencies insist on this sameness, despite the fact that there are five stations competing for listeners in Chicago.

Result is a dull sameness on all transmitters. A mere skeleton report on the game, with the only difference being a slight variation of tone quality from one announcer to the other. They all call the same play at the same time and in the same way. They are evidently really afraid to be different. It's a great break for the sports writers on the dailies. They're going to have a fine time wallowing in personalities and building personal followings while the radio boys will become as distinctive as a raindrop.

Bob Elson, Pat Flanagan, Hal Totten, Russ Hodges, John Harrington are the announcers. Old Gold, Wheaties, Socony, Texaco, General Foods and Kellogg are the bank-rollers WGN wBBM, WCFL, WIND and WJID are the stations.

They're all equal; take your pick.

FREDDIE RICH'S ORCH. Sustaining Tuesday, 10:30 p.m. WABC-CBS, New York

On his Tues. (20) program, Rich in-tro'd his 'Bermuda Sketches,' con-sisting of a pair of his synco-symphonic fantasies, one labeled 'Cricket's Lullaby,' other 'Crystal Cayern'

BRACE BEEMER
'Headline News'
15 Mins.—Local
SAN FELICE CIGARS

WJR, Detroit

Brace Beemer, former studio manager at WXYZ, not only provides the talent for this own decade but also agents account. One decade at big following as the 'Vagabath this program varies from that particular type, Beemer should have liftle trouble snaring listeners. Pipes are virile and clear-cut, and he offers own interpretation of current happenings. Couple stories near end add needed variety to the duller news. Handles one short spiel himself, others being blurbed by Harry Burge. Oke. Pete.

GRACE GEORGE 'Last of Mrs. Fraser' Dramatic Reading' ATLANTIC & PACIFIC Thursday, 8-9 p.m., EST WABS, New York

WABS, New York
Grace George, one of the topflight actresses of the American
stage, is expected to be good and
she was in her, air debut on Kate
Smith's A. & P. program, reading
from 'the last' St. John Ervine play,
The First Mrs. Fraser. Her supporting cast was good, and the sthit
was spotted nicely in the program.
Reading was such as to concerninthone effectively. Miss George
may be better known in the bigger
metropolitan centers than in ofliers,
because of her stage achievements,
and 'this air performance undoubtedly added to her reputati in.

BURLEIGH GRIMES, BILL TERRY Talk 7 Mins. FORD MOTORS

Talis.
7 Mins.
7 Mins.
7 Mins.
7 Mins.
7 Donday, 9 pm.
WABC, New York
(N. W. Ayer)
On the evening of the opening of
the National League season, just
after the Giants and Dodgers, had
emerged from a fang-and-claw encounter Grimes and Terry, the rival
managers, were up before the mike
as guests of Al Pearce's variety show
to do a little crossfre.
It was another good specimen of
It was another good specimen of
the same of the same of the same of
the same of the same of the same of
the same of the same of the same of
the same of the same of the same
till would have been wise to have had
a sports scrawler scribble the routtine. As it was done, it was dull as
ditchwater, with Grimes and Terry
habic answers to his standard queries.
Both Grimes and Terry are wordy
lads, and had they been afforded
the opportunity to wade into each
other the ball fans listening in might
have had some pleasure. And ball
fans buy autos.

MARK TIME (Bob White)

MARK TYME (Bob White)
Philosophy Talks
15 Mins.; Local
Sustaining
Week Days, 8:30 A. M.
WOW, Omaha

Sustaining
Week Days, 8:39 A. M.
WOW. Omaha
Series of daily morning mental
pick-ups began vis WOW week ago.
Mark Tyme (pseudory week ago.
Mark Tyme (pseudory of Bott
who hands out comforting talk
gleaned from his experiences as
minister, circuit rider, soldier and,
more recently, radiocaster. White
has been broadcasting past few years
for various stations, mostly in the
middle west, but this is first entry
Everyday except Sundays Tyme is
on the air although some broadcasts
are via transcriptions when White
is out of city. Okay, though not as
effective as it coming direct from
the speaker himself. Made possible, incidentally by the station's recently installed transcription equipVoice of the speaker well suited
to his purpose, but something fans
out this way have had little of as
far as local production is concerned.
Period at present sustaining though
expected to be commercial in few
days as several sponsors seem bout
six or eight months whence Tyme
marches on to another section of
the country.

Children of the country
With Hall Berger, Dale Nash, Fred
With Hall Berger, Dale Nash, Fred

THE IN-LAWS With Hal Berger, Dale Nash, Fred Shields, Charlotte Woodruff 15 Mins.—Local PUREX CORP, Daily, 448 p.m.
KHJ, Los Angeles (Lord & Thomas)
Comedy here is vertly tame and

Cornedy here is pretty tame and what laughs there must be wrung from Hall Berger's must be seen as the seen as

TY TYSON
Baseball Play-by-Play
WHITE STAR—GENERAL MILLS
Daily
WWJ, Detroit

Ty Tyson, vet sports announcer at WWJ, is starting is 13th year of baseball broadcasting, ile with WWJ and all covering the Detroit Tigers. shared duties during wo fall over NBC. red play-by-play world series last

fall over NBC.

As a result Tyson has built up wide listency Interest in the Detroit area. He is conversant with historian wide the list conversant with historian of the last so plants of the ledger.

Also handles the commercials, which in this instance are divided daily between gasoline and breakfast food. Spiels, which consist chiefly of 'through the courtesy of,' are spotted every coupla innings.

Incorrigible

In renewing the April 18 (Sunday) edition of Stoopnagle and Budd's Sunday atternooner for Minute Tapioca (NBC-blue) Vanter's said the pair 'are still slowing up their usually witty Sunday afternoon programs with that murder mystery skit, It is perhaps the dullest thing they have introduced as commercial or sustainer.'
Undaunted, toop and Budd seized the criticism by the sharp points of its horns, read it out loud on their last (25) broadcast, heralding the reading of the piece to the listeners with tumultuous fanfare and applause. In response to the public's demand presented another mystery episode defiance of law, order and Vanisty.

Follow Up Comment

Ken Murray variety half-hour for Campbell Tomato Juice over CBS still hasn't hit its stride. Specimen trotted out for inspection Wednes-day (21) was shot through with weaknesses and injudicious arrangements. One fault might be that Murray is afront the mi too much; and fact his material is strained and

and fact his material is strained and tottering makes fact more apparent. Lud Gluskin's ore is, at present, given very little leeway; whists program on and off and has only one solo stab saide from accompanying warbling. Ore in past has demonstrated its ability to sink in some pretty deep teeth, especially as regards sleek arrangements. As a nice contraited on songs, and she's an o.k. straight for Murray's gagging. Incidentally, Murray continues to be air's only combo straight and comic. He's the former with sessions with Oswald, latter when working with Miss Ross.

skits as a regular portion of the program.

Program is still plugging Arthur Murray's dance lesson book, a give-away for no less than 81 (count 'em) yeast cake wrappers and this time there was a brief testimonial read by a girl who found the Murray book a great help in becoming a social success. Toward the end one short reference was made of the product's benefit to unseemly complexions; this angle happily rating only a fleeting suggestion, sans unpleasant details.

only a fleeting suggestion, sans unpleasant details.

Ed Fitzgerald's house show for WoR has undergone several improvements in past year. On the provements in past year and the past has been switched from Saturday to Friday and time lowered from 10:30 to 9:30 p.m. New supply of house sustainers also keeps program fresh.

Neat construction of program of April 23 spotted Walter Ahrens, haritone in several songs; Pauline Alpert, girl piano prodigy, featuring some excellent arrangements, and Helene Daniels, singer. Leo Freuderg smisse in background also in keeping with good talent array. Silty banted of Fitzgerald and on live musical and sin ing talent more lee-way.

Henry Souvai General Motors General Motors ighbor concerts, was stricken with appen-dicitis Thursday (22) while en route to Cincinnati for the broadcast Sun-day (25) of the Cincinnati Symphony Orchestir He underwent an emer-gency operation. Women's Hosgency operation

WILL ROGERS MEMORIAL
Variety, Talk
39 Mins.
Sustaining—Local
Sunday, 5 p.m., DST
WABG, New York
Columbia Broadcasting contributed the time for this 30-minute polike plea for funds from the general
Hospital, formerly the NVA Sanatorium, at Saranac Lake, Cooperating from the Hollywood end was
Warner Bros, and a couple of its
stars, Leslie Howard and Dick Powell; Anning S. Prall, chairman of the
Communications Commission, spoke
from Washington, while Capt. Eddie
Rickenbacker, secretary of the Rogers Memorial Commission, Jack
Pearl and Sharile (Cilif) Hall, Lanny,
Ross, Jessica Dragonette and The
Revelers, siled from New, York.
Actual tenor of the program was
reners the siled from New York.
Actual tenor of the program was
reners the siled from the trade
must have known it was a plea for
contributions in the picture houses
during Rogers Memorial Week starteners the siled from the trade
must have known it was a plea for
contributions in the picture houses
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contributions in the picture houses
during Rogers Memorial Week starteners the siled from the trade
must have known it was a plea for
contributions in the picture houses
during Rogers Memorial Week starting Friday (30) coast-to-coast. Only
time the toin angle was injected was
towards the end, when Rickenbacker
money to run the Saranac hospital.
But it was only a brief mention.

The three-way airing (Hollywoodto-Washington-to-New-York) didn't
make for much cohesion. First 15
minutes from the Coast was the program's before Ross elected to sing
an Irish ballad; a ballad was also
Miss Dragonette's contribution, while
The Revelers, who were cut off in
the middle of their number, followed
the Coast's pace and started in on
a cowboy Jament.

The half hour, in toto, in behalf
the Rogers Memorial could have
been spent more profitably. Scho.

Saries sleek arrangements.

Shirley. Ross, froza pi, has a nice contraito on song. And she's an o. k. straight for Murray's gaging. Incidentally, Murray continues to be the contrained as the c WYNN MURRAY,
Songs
5 Mins.
ROYAL GELATIN
Thurs. 8 p.m.
WEAF, New York
This. 9 p.m.
Weaf, New York
This. 9 p.m.
This. 9

BOB CARTER-BERNIE ARM-STRONG

BOB CARTER-BERNIE ARMSTRONG
Songs, Organ
15 Mins.—Local
YELLOW CAB CO.
TREE., Thurs., 445 p.m.
FROM CAB CO.
TREE., Thurs., 445 p.m.
TREE., Thurs., 455 p.m.
TREE., Thurs., 455 p.m.
TREE., 455 p

MRS. F. D. ROOSEVELT With Mrs. Genevieve Forbes Herrick With Mrs. Genevieve Talk 15 Mins. PONDS Wednesday, 7:15 p.m. WJZ, New York

Wednesday, 7:18 p.m.
Will, New York

(I. Watter Thompson)

First Lady is an air click. There are them what am for, an them what am agin' her, but the ones who do their own facials, and constitute the market the cold-cream sponsor is shooting at. Mrs. F.D.R.'s approvers will like the series, too.

First broadcast was marred by the result of the cold of

And Mrs. Jones is the sponsor's market.
On the first episode, Mrs. Herrick, one-time Chi-Trib newshen and now a Washington resident and crony of the First Lady, was present as an audience of one to query the talker with points anent moving as it do the ground the sponsor of the first shot first s

PHIL SPITALNY
'Hour of Charm'
With Maxine, Evalyn, Rosaland
Greene, Rochelle and Lola
Band, Songs
30 Mins.
GENERAL ELECTRIC
Mon. 9:30 p. m., EDST.

Mon., 9:30 p. m., I WEAF, New York

GENERAL ELECTRIC
Mon., 9:30 p. m., EDST.
WEAF, New York
(Maxon)
For Phil Spitalny and his allfemme aggregation, last Monday's
(26) broadcast marked their first on
an evening schedule. Previously
they had been stressing the charm
element in music on a Monday matinee
release and for the same account. Their third year in radio
finds them more intrenched than
ever us a staple program article,
making no precluse to begar any
more than the stress of the same account. Their third year in radio
finds them more intrenched than
ever us a staple program article,
making no precluse to be a superior
mover of the stress of the same actice of the stress of the stress
with soothingly contrived melodies.
The pattern remains pretty much
the same, but with Spitalny seeking
each week to point up the proceedings through novel instrumental and
vocal concepts.

Initial night-time program brought
out the aggregation's wide range of
talents. It was harmony that differed from one number to the other.
For an ingratisting arrangement of
Ravel's Bolero by the orchestra, the
program swung to a catchy bit of
vocalizing on the Gaucho' theme.
Other high points included Evalyn's
violin interpotations, the throaty excerpts by Maxine. Rochelle and
choral interpretation of 'Little Old
Lady,' in which the 30 girls in the
Spitaliny setup participated. Rosalind Greene does the narrative passages.

sages.
Plugs are aptly spaced and accounts briefly enough for the appeal of GE's bulbs, refrigerators and Hotpoint irons.

Odec.

SIR CEDRIC
WICKE
Dramatic Sketch
8 Mins.
ROYAL GELATIN LADY HARD-

Dramatle Sketch

8 Mins.
ROYAL GELATIN
Thurs, 8 p.m.
WEAF, New York

(J. Walter Thompton)

Standard Brands' ir impresarios
did a nimble job of building Sir
Cedric Hardwicke up to a terrific
letdown. The preliminary chatterrelated what a distinguished actor
Sir Cedric is, some of the character,
and how he came to be knighted.
But in giving radio; audiences a
sample of Sir Cedric's talents the
agency seemed to have gone away
out of its-way for the choice of
script. It was a dull, unimaginative,
pointless potboiler, which had Sir
Cedric giving verbal support to
kethe un.
The piece was 'Conjure
Trum' and it was described as
melodrama written for radio by
Donald Lindsay. This little concett
dealt with African jungle witcherat!
A British official tries to break up
a rite in which a drum made of the
skin of a virgin is washed in human
blood and the curse is put on him
monotooms beating of the native
drum until suicide puts him out of
his misery.

In 'brief snatches of speech Sir
Cedric gave himself up to th
psychic torment of both the character: prof the sketch like a good
irouper, even though his talents
were pretty well washed. His was
but a hays accompaniment to the
belaboring of the kettledru

BOOKING CHART ON SPOTS

Sponsor's Schoolboy Son Picked Ork? AVAILABILITY TO

From the beginning of broadcasting until the present time the number one gag in radio has been the influence on radio programs of the sponsors' relatives. Recent example of same, frankly sent out as a publicity release last week, suggests just how personalities far behind the scenes apparently have a great deal to do with the ultimate choices and decisions of enter-

tainment.
Charles Daniel Reach of Newark last week mailed the following:
Trumpeter Berigan 'Discovered' by New Sponsor's Son

Bunny Berigan is 'swinging it' on his new commercial program, 'Fun In Swingtime,' today, because he made a hit at a Yale University prom attended by his present sponsor's son. The new trumpet sensation got his break' when John Gulick, Rutgers Iversity sophomore, heard him 'swing' at a 'Yale University dance, roung Gulick, guest of a friend at the dance, remembered his father, president of National Oil Products Co., was planning a radio program. 'Dad, I've found you a band' the enthusiastic youngster told his father during the next weekend.

The father, Charles P. Gulick, said 'swell' and forgot about it. John wrote several letters home, impressed his father so much by his enthusiasm that Mr. Gulick sent a memi to the agency handling the account. That was the beginning. It ended with the signing of Berigan. Bunny's successe on his first program was greeted with 'I told you so' by young John, who waved a handful of clippings praising Berigan.

TULIP TIME ON CBS

Chique Octavior Octavi

TRANSAMERICAN OPENS

COAST ARTISTS BUREAU

Hollywood, April 27.
Transamerican Broadcasting and
Television artists' bureau is setting
up shop here to handle talent for
radio and pictures. Martin Gosch,
radio director for Warners, heads the

local setup.

Deal has been closed with two

major agencies on a split-commission basis. TBT will represent the cli-ents for air work.

CBS Going to Hillbillies,

A New Radio Switch

C.C.C. Up Via WPHR

Petersburg, Va., April 27.
WPHR opens up each am, ith
the 'Bugle Call Reveille'. Around
this vicinity CCC camps abound.
All the camps have installed amplifiers, which pick up the WPHR
awakener and communicate it to the

Bill Stern Joi
Bill Stern is leaving his street interviews for Barney's Clothes, via
WMCA, N. Y., to return to NBC on
sports. Replaces Bill Stater.
Stern did-the Perin Relays at
Philadelphia for NBC last week and
will do other jobs before going on a
vacation and honeymoon. Then reports on new job June 1.

Bill Stern Joi

snoozing boys.

A. A. SCHECTER **EXPLAINS NBC NEWS IDEA**

Chicago, April 27. In town to make arrangements for NBC Kentucky Derby broadcast, and study local methods of news broadcast, A. A. Schecter, NBC news editor and special events man, denied that the net will align itself with any of the news associations recently formed, or that it is to inaugurate any plan of news censor-

ip.
Feeling of NBC is that only two things are to be considered; possible libel suits, and good taste, and with both carefully watched by local men of NBC managed and owned stations developing a minimum of squawks and trouble, the policy will not be changed, even though other nets and stations are acting and talking about hews censorable, as well as making extensive studies of most effective means of broadcast.
Only policy of the cuture will be

Only policy of the future will be policy of present—it's up to the local men, who know their own audiences.

NBC's Cleve. Outlet To Spend \$250,000 On New Quarters

Cleveland April 27. After year's search for larger loca-

WTAM moving from its crowded above-a-garage studios into 22-story Guarantee Title Bldg, leasing four floors for 10 years and renaming it the NBC Bldg.

naming it the NBC Bldg.

tation managed by Vernon Prible will move before Jan. 1, 1938, occupying basement and first three floors of building. First floor to have five small studios, the second two large studios, latter scheduled for 400 seating capacity each. New setup will cost an estimated \$250,000. Blue-prints drawn by NBC architects in New York also make provision for television studios to be built later on roof.

Mutual's 1st Col. Outlet Only for Willys' Airing

Columbus, April 27.

Mutual has finally landed an outshow with the addition of WHKC
to the network for Kay Kyser's Sunday night willys-Overland airings.
Starts here May 2.

WHKC

WHKC was scheduled to take Father Coughlin's talks, but pro-gram was cancelled in meantime. WCOL formerly carried the Detroit

BE CHECKED DAILY Walter Thompson

Agency's Clerical Division Will Attempt to Tabulate What's Open Stations

OTHER SIDE

J. Walter Thompson agency is setting up a clerical division to keep day-by-day tabulation

similar periods break, similar periods available for sponsorship on stations around the country. Innovation, as understood, will attempt to provide a flexible clearing house through which the agency can steer a catch-as-catch-can policy of spot placements. ments.

ments.

Not reported if agency expects s tions to wire collect daily or how the checking will be worked out. This sort of thing has been a head-ache, in broadcasting, because stations have gotten weary of supplying information on spots available to agencies from which no business thereafter originates.

Bit Bored

sit Bored
tion sales representatives have
usually been called upon to supply
such data advertising agencies.
They, too, have found tabulation of
available spots, especially chain
breaks, etc., very taxing from a clerical detail standpoint. Constant
communication between reps and
stations for answers to queries from
agencies has tended to bore both the
reps and the stations.
Many agency requests involve a

reps and the stations.

Many agency requests involve a lot of trouble. Stations tend to feel that chain breaks, news periods, and so on, are too easy to sell by themselves to be worth some of the bother agencies put them to with a bad average, on the agencies' part, of forthcoming contracts.

Thompson will get the idea into swing in New York first, then set up regional branches in Chicago, San Francisco, Philadelphia, Los Angeles, St. Louis and Seattle.

Louisville, April 27. Columbia net will air a program from a log cabin on remote Lots. Creek, Ky., which will go ut over most of the stations from 2:45 to 3:15 p.m., CST, May 2. Cabin is located in Southwestern Knott County, and is one of University of Kentucky's 25 radio listening centres, established in isolated sections of the Kentucky mountains, ioenable the mountaineers to hear the educational, cultural and entertainment features made possible by radio. Mail deliveries at Lots Creek are limited to three times a week, and that's provided bad weather doesn't make the trails impassible. Plenty of spinning wheels on Lots Creek, but no telephones. So engineers of CBS will utilize portable short-wave program some seven or eight miles to Hazard, Ky., where receiver will pick up the airing and feed it into telephone lines serving the network. Reserve Decision On NAB's Appeal Of Waring Inj.

Philadelphia, April 27. Appeal by National Association of Broadcasters against injunction granted Fred Waring to prevent sta-tion WDAS from using his records was heard by Pennsy Supreme Court here Wednesday (21).

Court here Wednesday (21).

Inhimction was originally granted by Judge Harry S. McDevitt in lower court. High bench, after hearing lengthy argument by former Attorney General William A. Schnader, representing NAB, and Maurice Speiser, attorncy for Waring, toke case under advisement. Outcome of this action expected to set precedent as to legality of station's playing discs without permission of performer. Both sides noncommittal as to whether cas ill be carried to United States Supreme Court.

Actual record involved was Tim

United States Supreme Court.
Actual record involved was 'I'm Young and Healthy' and You're Getting to Be a Habit With Me,' written by Warren and Dubin and made by Waring for Victor in 1932.
NAB stepped into case with permission of court as soon as WDAS was cited and is footing heavy legal bill. Waring is backed by National Association of Performing Artists.

J. Harold Murray added to cast of Helen's Beauty Shops variety frame weekly at WTIC, Hartford.

Petrillo's Campaign Slows Wax Commitments Until Musicians **Convention Clarifies Situation**

Coy Public

Chiengo, April 27.
Ticket demand WGN her is chiefly for hokey shows with little no public clamor for admission to the classical music and other high-brow sessions the Tribune station has developed.

oped.
Yet paradoxically every time
WGN attempts to yank a concert program, thinking it not in
the public taste, there is a loud
and apparently sincere chorus
of protest.

HONORING 'EM BY REMOTE **CONTROL**

Charlotte, N. C., April 27.
Presbyterian College, of Clinton, S. C., used Station WBT here yesterday (Monday) to reach the bedsides of a U. S. ambassador and an industrialist whom it was honoring with honorary degrees of Doctors of Laws. Joseph E. Davies, Ambassador to Russia, who is confined to the Shoreham hotel, Washington, with a wrenched back, was presented by Secretary of State Cordell Hull, and relayed his address via CBS. Other bedded receiver of the LLD, was Dwight E. Austin, N. Y. industrialist, who is in a Charleston, S. C., hospital with a broken leg. Hospital's electrical equipment killed radio receiption, so Austin phoned in his speech direct to the WBT control board.

Third receiver of the LLD, was

Third receiver of the LLD, was Senator James F. Byrnes, of S. C. who said:
The conferring of this degree on

who said:

The conferring of this degree on
me by Presbyterian College has not
affected either my leg or my back,
and I will try not to let it affect my
head.'

BEES RAMPAGE AT WEEL

Stunt Program Develops an Unsched-uled Difficuty

West was intended to be a broadcast to end all broadcasts of animal and insect stunts at West last Wed. (21) ended in an uproar when 30,000 bees got loose in the studio just at conclusion of the airing.

WEEL'S Arthur . Edes had i viewed-state apiarist John de Van Poele, who had Jugged along two hives of honey gatherers. As Van de Poele was walking away from the mike he stumbled and-dropped one of the hives. Instantly the air was aswarm with the stingers: Before the studio door could be slammed, large flights of 'em invaded all portions of WEEL's quarters. ervy attaches around the station, led by Van de Poele, swatted, shoed and swept the bees into the studio, they were held imprisoned for ay till the apiarist could and remove 'em.

It was the most stirring episode.

the apiarist come was stirring episode around local stations since Metro's Leo' escaped from a WBZ broadcast a few years ago and was ally with difficulty collared

WJBK Oki, Detroit,

Campaign which James Petrillo, head of the Chicago Federation of Musicians, has launched on the recording Issue is already being felt seriously in national spot advertising. Agency exces say that some of their accounts have elected to postpone making any appropriations for transcription production on the basis of fall release until the American Federation of Musicians has acted on the Petrillo proposition one way or other at the organizations June convention in Louisville.

These accounts hold that it would be tawise for them to make any investments in transcribed make any investments in transcribed may investment in the strain of the programs without being certain that their campaigns won't be hamstrung by new union regulations. One foodpacking firm which had done some probing around on the situation is of the opinion that the convention will back up Petrillo, but with a compromise measure, and that in any event the cost of commercial transcriptions will take a substantial till.

Dubbing Seen Out

Transcription manufacturers themselves are reconciled to the likelihood that their industry will have to make radical changes in their methods of operation. One practice that they expect to be forced to eliminate has to do with the dubbing for musical numbers from sustaining, libraries into commercial programs,

eliminate has to do with the dubbing of musical numbers from sustaining libraries into commercial programs, as was the arrangement ith the early Chevrolet series.

It is also anticipated that the convention will act to regulate the sustaining library end of the business by barring its use for commercial accounts unless consent to the contrary has been obtained from local branches of the AFM.

CBS Waits on NBC's Coast Studio Plans: Wants to Top 'Em

Don Gilman, v. p. in charge of the Pacific division for NBC, has been il New York the past several days conferring with Lenox R. Lohr on the architectural plans for the network's new Hollywood plant. Columbi is anxious to have NBC decide on its Hollywood layout so that the former can proceed with its own structure in the film colony. CBS has elected to wait on NBC, after having picked a site months ago, with the idea of being in a positior to top anything that NBC does.

Columbia's architects in wood' have recently made phone calls to John Swallow, Los Angeles manager, ing whether he had received any exact word as to the structural pla NBC's proposed new studio layout.

Steed Vice Gedge As WMBC, Det., Studio Head

teed, former assistant manager and studio head, has been named general manager of WMBC here, succeeding W. Wright Gedge, who died two weeks ago. Steed was Gedge's assistant.

Bill Jory at the same time was appointed program director and assistant to Steed. Jory has been member of WMBC staff here for past five years, and formerly was part owner of WRBY, Roanoke, Va. Steed's Commodores, band whie Steed has directed about 15 years, will continue on station under in of Commodores, it teed delegating baton to some erew.

Station WiBK here has signatured with Van Cronkhite and Associates, news program advisors of Chicago, for the installation a complete news handling setup.

John Van Cronkhite du in town this week to ut in the news handling setup.

John Van Cronkhite du in town this week to ut in the news handling setup.

ARTA STALLS N.Y. ORGANIZING ACTIVITIES TILL WHN SITUATION IS CLEARED UP

Strike Talk Off Pending Return of L. K. Sidney from Coast-ARTA Not Approaching Networks Till Indies Are Brought Into Line

Lenox Lohr late yesterday (Tuesday) ordered a five-day week be put into effect for NBC announcers, production men and sound effects men as soon as "chedules can be conveniently arranged and personnel trained to fill the additionally created jobs. Question of making salary adjustments has not been settled. Columbia readeasting, at a

ments hay not been settled.

Columbia readcasting, at a meeting with its inside group, the American Guild of Radie Announcers and Producers, yesterday granted an increase in the wage scale and agreed to reduced working hours. AGRAP's bargaining committee will submit these concessions for acceptance or rejection at a meeting of the association's memberahip the end of this week. The concessions affect WABC, New York, employees only, but may later be made the basis for wage and hour adjustments for all CBS operated stations.

Havi temporarily settled the threatened strike of engineers at station WHN, pending return of director Louis K. Sidney from Hollywood in about three weeks the ClO-affliated American Radio Telegraphers. Asson. has stalled any further action at other stations in N. V. National activity goes on, with Buffalo being lined up presently. Chicago and Washington propaganda, headquarters have also been established.

Neither NBC nor Columbia had upto yesterday (Tuesday) been approached on the issue of recognition by the American Radio Telegraphers. Association, an affiliate of the Committee on Industrial Organization.

Both networks are anticipating pres-sure from ARTA organizers upon the formers' company unions by under-taking to adjust conditions and

wages.

Each of the webs has its own engineer setup, organized and controlled from within the network. These ouflits, the NBC Association of Technical Employees and the Association of Columbia. Broadcast Technicians, have fee the second of the Association of Columbia. Broadcast Technicians, have fee the second of the Association of Columbia. have for some time been operating under a 40-hour arrangement, with the latest discussions bearing mainly on the question of wage tilts.

Following announcers and produc-tion department of WMCA, N. Y., have been organizi for the past week. As yet no overtures have been made for recognition to Don-ald Flamm.

ald riamm.

None of the production department, is on a contract with WMCA.
Only two of the announcers are, Don Kerr and Garnett Marks.

Mikemen are scaled at \$35 weekly; average productionist gets about the same.

missed. Immediately after slicing, station issued a blanket \$5 raise, which brought salaries to \$40.

which brought salaries to \$40.

Nationally, ARTA has sewed up WHN, N. Y.; WHOM, Jersey City; WBNX, Bronx; WHAM and WHEC, Rochester; WTAG, and WORC, Worcester, Mass.; WDAS, WPEN and WRAX, Philadelphia; WIBX, Utica, and all Buffalo stations excepting WBEN, Others set in Buffalo are WBNY, WEBR, WKBW and WGR. Contractual arrangements with these stations will be gone into as soon as the WHN case is cleared.

Action in the Brooklyn situation

stations will be gone into as soon as the WHN case is cleared.

Action in the Brooklyn, situation by ARTA has also been stymied temporarily because of the jumble there with five stations clamoring i Washington for exclusive use of the 1400-neter wavelength. When the FCC has decided which of the stations will: get the gravy, ARTA will step in with its organization plans. Nets will not be tackled until the N. Y. indies are lined up.

It was rumored around N. Y. Saturday a. m. (24) that men had already struck at WHN and that CBS had rushed over a couple of men to handle the station. This was denied on all sides. However, it is possible that the CBS men filled in when station found itself short-handed. Such was the case last Monday (19), when a pickup from the Harlem Uproar House, N. Y. nitery, was cancelled due to lack of help to handle the situation. situation.

Seattle, April 27.
Employees of major radio studios held a meeting here tonight (27) to discuss union organization and affiliation. Conclave was preparatory to a general meeting to be called when charter members will be signatured. Union talk among radio employes here has increased since the Wagner decision. Localites are also watching from a distance the outcome of the Announcers-Asst. Directors Guild

No Ams Wanted

Buffalo, April 27. WEBR's bulletin board bears

WEBK's builtin board bears is item:
'Unless you are an accom-plished comedian, kindly re-frain from clowning on the programs.'

HILLPOT QUITS L & T FOR NBC TALENT SPOT

Billy Hillpot quit yesterday (Tuesday) as talent buyer for Lord & Thomas. After a two-week vacation he will joi the NBC Artists'

Service.
Hillpot came to L&T two years ago. Before that he was of the harmony duo, Hillpot and (Scrappy) Lambert.
Fred Niblo, silent-pix director, joins NBC Artists Service May 1 to act as contact on N. Y. end in screen player deals. Niblo slipped into radio m.c.'ing the WPA 'Professional Parade' series, which the NBC-blue recently dropped.

Romance in (WIP) Air

Philadelphia, April 27.
Li's spring and young men's fancies are still turning in same direction.
At WIP, production director, Edward Wallace, has announced marriage to Gwen Ross June 21; Gabber Don Martin marches with Miss Margaret Lockhart, June 26; Night supervisor, John Facenda, hitches to Miss Dorothy Hunger, Sept. 2; and Receptionist Betty Shaffer walks with Richard Bechtel, Nov. 16.

Cleve. Confab Will Point Up Air Education

Columbus, April 27.
Educational radio will get a boost from CBS, NBC and Canadi Broadcasting next week, when the eighth annual Institute of Education by Radio convenes at Ohio State University.

Irving Reis, director and producer of the Columbia Workshop programs, will discuss Techniques of Drama. Others scheduled for talks are Ernest La Prade, Franklin Dunham and Judith Waller, of NBC; Frank N. Stanton and Watter Stanton, of CBS, tikel Kent, of WLW; Gladstone Murray, of Canadian Broadcasting, and Norton Cotterell, of World Broadcasting.

and Norton Cotterell, of World Broadcasting.

Speakers from the educational side will be John W. Studebaker, U. S. Commissioner of Education; Cline M. Koon and William D. Boutwell, of the U. S. Office of Education; Ben Darrow, head of the Ohio School of the Air; Harold B. McCarty, president of the National Association of Educational Broadcasters; S. E. Frost, Jr., of the National Advisory Council on Radio in Education; James Whipple, of the University Broadcasting Council; S. Howard Evans, of the National Committee on Education by Badio; Ned Dearborn, O'New York '12, Joseph Wright, of the National Committee on Education by Badio; Ned Dearborn, O'New York '12, Joseph Wright, of the National Committee on Education of New York '12, Joseph Wright, and H. Clay Harspharger, of the State U. of Iou.

The NBC weekly band lesson, under the direction of Joseph E. Maddy, will be broadcast from here as a feature of the institute.

Natl. Cash Auditions

National Cash Register Co. has had National Cash Register Co. has had three proposed programs auditioned by Columbia in the last week. N. W. Ayer is the agency; sponsor is interested in bowing on the ozone inte autumn with a web spread.

Cash register manufacturers have never used air advertising at all ithe past.



Here is a fact you can prove with a set of rate cards and a little pencil work:

THE WLW LINE is

"The most sensible buy in broadcasting" because in no other way can a third of America's buying power be reached for so little money.

SOLE AGENTS

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.

JOHN L. CLARK, President

Complete Broadcasting Facilities Wired and Transcribed

NEW YORK

521 Fifth Avenue MUrray Hill 6-2370 CHICAGO

333 North Michigan Avenue **STAte 0366**

HOLLYWOOD

5833 Fernwood Avenue HOllywood 5315

NEW

ON THE

BLUE

ON MAY 1, 1937

MOMO

FORT WAYNE INDIANA

"Indiana's Most Powerful Station"

The addition of this powerful station, established in 1925 gives the NBC Blue the most powerful station in the entire powerful station in the entire wow moved into new modern studios moved into new modern studios installed a new vertical radiator brought all its equipment to the minute. WOWO embraces 21 rich and busy trading centers and boasts an audience second to none in the area.

These two fine stations still further improve the all-over NBC Blue Network Service to listeners and advertisers!

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

ON MAY 2, 1937

WSPD

TOLEDO OHIO

"Teledo's Only Station"

WSPD blankets the entire Toledo trading area, whose retail sales rank third in Ohio, the Associated Radio Service most popular station heard by its nearest rival by over 34%!

Aver Sets 14 Baseball Spots in Comprehensive Coverage of Game

Philadelphi , April 27,
N. W. Ayer yesterday inked final lemer to complete set-up for broadcasting \$269,000 worth of baseball during coming season. Program as now arranged includes eight outlestining daily games of their home town teams for Kellogg's at total nut about \$200,000 and six stations working for Atlantic Refini at around \$600,000.

This is largest scale on which agency has ever used baseball for stagency has eve

Vacuum in use of this type sports prog.
Corn flake layout arranged by Mason McGuire for agency and Earl J. reeman for sponsor. Wally Orr handled oil company set-up for yet ith Joe Rollins on sponsor's end. All broadcasts supervised by Lee Qualley of agency staff.
Kellogg using the following:
KMOX, St. Louis. All week-day games of Cardinals and Browns direct from field. France Laux gabing.

wwJD, Chicago. All home games of Cubs and White Sox direct from field. John Harrington announcing. Guest celebs being run in here with

PROFITABLE

NEWS

BROADCASTS

How's for letting us show you how to put big profits into

your radio news programs?

We have done a whale of a job for both 50,000 and

100 watts stations

We can do a job for your

station

"There is no substitute

for experience"

WIRE OR PHONE

Van Cronkhite Associates. Inc.

360 North Michigan Avenue

CHICAGO

State 6088

Goldfarb (alias Bolivar Dugag , e-mike.

Atlantic of following:

WWSW, Pittsburgh. One hundred and five games, 77 home and 28 away; 15-minute resume immediately following last out. Other 49 away games recreated by Western Union. Claude Haring, taken by Ayers from WCAU, to spiel.

WWHF Binehamton. Sixty games

WNDF, Binghamton. Sixty games of Binghamton Triplets, play by play at home and Western Union of away. Ten-minute resume of other games. Tom McMahon miking.

leid. John Harrington announcing, Justie celebs being run in here with Harrington. WRAIK, Williamsport. Seventy sames of Williamsport. Greys by KXYZ, Houston. All home games from irect from field and away, games

Noise-Guessing

Pittsburgh, April 27.

New stunt worked out by Alan Trench, WWSW announcer, salesman and special events man, has just been disposed of to a sponsor by station. It's called 'Audiografs' and idea is to guess the meaning of a sound effect or series of them. For instance, sound of explosion, followed by a turn on the wind machine, indicates 'Gone With the Wind,' etc. It's the old cash and merchandise prizes for the lure.

Trench will handle program himself for May-Stern Co, hitting ether, every 'Tuesday, Thursday and Saturday at 7:15 p.m. for quarter hour.

airing more home games. Sol Wolf, local insurance man, spieling. WAZL, Hazleton. All home games of Hazleton Red Sox from field, and away games by wire. Vic Diehn

or Hazleton Red Sox from field, and away games by wire. Vir Diehn announcing.

WirNJ, Trenton. itch here, as station shares time with Asbury Park: So far, 18 games cleared for Trenton Senators. Agency wants at least 34 before signing.

Wilkes-Barre. Also hitch here. Agency originally bought WBAX, which had verbal agreement with club for franchise. Station, partime, expected to be full time by beginning of season. But no license granted so far. If doesn't come through by game time Thursday, Ayers will switch to WBRE. First two games will be aired by latter two games will be aired by latter station anyhow, to make sure at least one will have them. If WBAX wins out, Willard Fraker will gab. Billy Phillips is WBRE talker.

Total commercial time on all stations will be four minutes or less, split into five periods: before game, 30, 5th and 7th innings, and after game. Announcers trying anything like There goes the ball over the fence with the power of White Flash are out, excess said. Idea is to sell product through good will created, not by plugging. Theme of all announcing will be Come out and see the game. This is broadcast for those work and the search of the s

F. C. C. May **Ease Relay Cast Rules**

Washington, April 27.

Modification of current restrictions on relay broadcasting, to aid educational and non-profit stations, but not commercial transmitters, will be proposed to the Federal Communications Commission soon. As afternath of last year's incident, when WNYC was unable to pick up broadcast from the Harvard Tercentenary Celebration, amendment is being drafted which will allow pedagogs to yank programs out of the air without regard for wire transmission facilities. Consent of the F.C.C. still would be necessary, as well as approval of Washington, April 27. necessary, as well as approval of ori inating station.

ori inating station. The existing regulation allows relay operation only when land lines are not available, or camot be provided except at excessive expense or with unusual trouble. This limitation hits non-profit boys as well as the money-makers. With telephone companies on the alert, F.C.C, has none slow in giving necessary clearance papers.

ance papers.

Exact form of the amendment is still in the sir, but indications are the commercial operators will not benefit even if the rule is changed, Modification is regarded as probable, particularly since Mayor LaGuardia of New York has threatened to make a political issue of the matter. Both within and outside the Commish there is feeling that non-profit péople should be aided by administrative action rather than stir up a fight in Congress.

Verne Rowley has quit post KGVO, Missoula, Mont, chief engi-neer to resume installing airplane-lane beacons for Uncle Sam. Bob Sutton has replaced him. Jack Ha-ren addition to announcers at KGVO.

Milton Ball has been officially ap-pointed head of the Buffalo Broad-casting corporation (WGR-WKBW) music department.

Pacific Coast Radio Notes

Harry Malalish, KFWB (Hollywood) manager, framing series of
cheerful philosophy programs
around Clover Kerr, who five weeks
ago lost both legs and an arm in an
KNX (Hollywood) nerformers are
KNX (Hollywood) nerformers anto crackup.

Connie Vance, onetime KNX (Hollywood) publicity head, now with Irving Parker at Radi Features, Inc., on the Coast.

Leon Leonardi (who looks like Rubinoff) offering to act as his standin during fiddler's film chores at 20th-Fox.

Bob Collier to hang out his own shingle in Hollywood as radio ad-vertising counsellor.

V. G. Freitag, former manager of KRKD (Los Angeles) doing a classi-fied program on KMTR (Hollywood).

Lloyd Pantages, recently ousted Hearst film columnist, being peddled by L. A. agency for air trick.

Dave Carter going the way of all easterners transplanted to the Coast. Columbia Coast press head down with a cold for the third time since he landed.

Pauline Swanson, Coast head of Robert Taplinger outfit, paying the folks in Athens, O., a visit.

Lee H. Lassen, who handles the pro baseball broadcasts for General Mill's Wheaties over KIRO Seattle, the only broadcast of professional baseball in Oregon, now producing Baseball School of the Air over KIRO for local candy company.

Lowdown on air drama was given at the Radio Round Table of the California Club last week by Helen O'Neill, auditions chief for NBC in

Ira Blue returns to the air this week over NBC's Blue web on the Coast with twice weekly quarter-hour programs tabbed 'Sports Graphic.'

H. J. Maxwell, former assistant to NBC vice-prexy Don E. Gilman in San Francisco, moved to Fresno (Cal.) last week.

Frances Minton, Jr., and Cecile Minton, daughters of Frances Minton, former "Ann Holden" on NBC's Woman's Magazine of the Air broadcasts from San Francisco, signed for the 'S & W Junior News drama Wednesday (28) over the Coast NBC-Red chain. Mrs. Minton has been away from microphones for some time, due to illness.

John B. Hughes, newscaster at KFRC, planed to Chicago Friday night (23) for a contab with other members of the exec committee of the National Assn. of Radio News Writers and Commentators. He is the only westerner in the group.

Pierre Monteux, French conductor Plerre Monteux, French conductor of the San Francisco Symph, has been signed by Standard Oil Com-pany of Californi for a 10-week series of radio appearances as di-rector of the Standard Symphony Orchestra in Thursday night broad-casts over the Coast NBC-Red net-mate desiring May 13 work, starting May 13.

KYA, San Francisco, has sliced its warbling staff to four Agatha
Turley, soprano; Cora Lee Scott,
bluester; Don Steele and Walter
Thompson, tenors,

Jack Benny did a benefit in Holly-wood high school last week.

Calvin Smith, KFAC (Los Angeles) manager, back from a call on the eastern agencies.

rrol Flynn goes on Hollywood Hotel on May 7 in a scene from 'The Prince and the Pauper.'

Leslie Howard being dickered by J. Walter Thompson to do 'Monsieur Beaucaire' on a Lux broadcast.

ewitt, KFWB (Hollywood) technical director, hosted Institute of Radio Engineers at Studi

Jose Rodriguez, KFI-KECA (Los Angeles) press head, named delegate

Gary Breckner took a troupe of KNX (Hollywood) performers to Sacramento for the guv's banquet to

Stanley McAllister, construction head for Columbia, in Hollywood to look over layout for new plant.

Dave Ballou in L. A. for a fresh connection. He directed program for many local stations before tying up with Standard.

Les Mawhinney, Transradi ress tops on the Coast, shelved by an old ailment.

Frances Langford took ti Hollywood to have appendix knived.

A. H. Saxton, ivision Engineer at NBC's San Francisco studios, taking a look at Hollywood before trai ing to New York to attend the annual confab of the web's division engineers.

Al O'Neill subbing for as studio engineer at Francisco headquarters; sick leave.

Don Thompson, NBC western division special events chief, o.o.'ing national parks from planes in a series of Sunday aircasts over the Red web.

Frank Dellett, NBC western division auditor, trained east last week from San Francisco to powwow in New York with other network budget balancers.

Budda (Dean Maddux), of KFRC, San Francisco, m.c.ing the Saturday night community sings at the Fox Theatre. His tyro shows air several hours earlier same evening.

During illness of Van Flemin producer of the Signal Oil Carefree (Continued on page 50)

SELLS!

It's one thing to get the attention of a feminine audience. It's something else to SELL merchandise to that audience. Typical WOW showmanship has de-veloped the "Brandeis Fashion Parade" an hour weekly) into one of the best pro-grams of the week, from the standpoint of listener response. Locally - built shows are gaining new friends for WOW almost daily! Let WOW plan and produce your program.

wned and Operated by the Sovereign Camp of the Wood-men of the World.

RADIO'S ONLY NEWS COUNSELLORS



Radio Directory

Question: What kind of merchandising

service is offered to the sponsor

who uses WAAA?

Answer: VARIETY RADIO DIRECTORY

-Station Information.

Question: What major colleges commer-

cially broadcast football last fall and what are their plans for

the coming season?

Answer: VARIETY RADIO DIRECTORY

-Sports.

Question: How did the Brown Toothpaste

Company's network show fare as to audience popularity during

the past season?

Answer: VARIETY RADIO DIRECTORY

-Production.

The Radio Directory for 1937-1938 will be issued during the latter part of July Priced at five dollars the copy.

Advertising rates submitted upon request.

1937

46

Black River Asks Injunction Against FCC's Proposed Watertown Hearings

Legal stopper to rehearing of the complicated 'Watertown cas sought Friday (23) by Black River Valley Broadcasts, Inc. valley Broadcasts, Inc. ing to save construction permit granted last fall for full time local station on 1420. Black River group asked the istrict Court to issue

reaeral surfer Court to Issue junction restraining Federal Communications Commission from going ahead with scheduled re-airing of office rival applications in the Watertown sector of the St. Law-rence valley. Cases of Watertown Broadcasting Co., Black River, and Watertown Times had been carded fee sort hearing Mar. 19 or joint hearing May 19.

Plea for court aid sets forth that

Plea for court aid sets forth that after permit for construction of WNNY was issued Sept. 22, thousands of dollars were expended erecting antenna and preparing studio and office space. Black River told the tribunal that 50 days after the effective date of the grant, the Commish, on its own initiative, rescinded the action and suspended the franchise.

The Commission has never given any reason for its action in setting aside its order granting the construction permit to plaintiff, bill of complaint said, and Commiss 'rever afforded plaintiff an opportunity to be heard regarding the attempted cancellation of the grant.'

forded plaintiff an opportunity to be heard regarding the attempted cancellation of the grant.
Charging the Commish action was arbitrary and capricious, Black River asked for injunction not only blocking the hearing, but also preventing F.C.C. from granting any application which would preclude construction and operation of WNNY.
The cancellation order which brought the case into court last week was issued after strenuous political squawks had been inspired by the Black River grant. According to reports, President Roosevelt personally took a hand, ostensibly at the prodding of Governor Herbert H. Leham. The Commish was placed on a spot when it was partially angeled by power interests which have been fighting the Roosevelt-Lehman hydro-electric program and the St. Lawrence Seaway.
The rival applications have been pending for many months. Water-town Times a year ago arranged to lease WCAD, property of St. Lawrence U., at Canton, and move the

WIND and WJJD Align **Baseball Stars for** Game Broadcasts

icago, April 27.

Both Ralph Atlass stations, WIND and WJJD, using guest baseball announcers in conjunction with staff men, have lined up schedules for coming season with men actually from the diamond, with Lou Fonseca acting as technical advisor-throughout the season for Kellogg on WJJD, that station starting off last week with Joe E. Brown, and following this week with Mordecai (Three Finger) rown.

Kellogg set-up, which includes systematic baseball instruction given by Fonseca twice weekly in public parks, with the winning kid team to go to Catalina for spring trai ing along, with Chicago Cubs, has lined up Walter. Johnson, Tris Speaker, Joe Tinker, Johnny Evers, each of whom will handle mike for a minimum of a week along with John Harrington, regular sports announcer, who was borrowed from WBBM-Columbia for the season.

Lineup set for WIND includes Ed Walsh, Ed Ruelbach, Red Faber. Chief Bender, Hack Wilson, and Larry Doyle.

WESTBROOK PEGLER SEEKING MIKE JOB

Westbrook Pegler, newspaper col-umnist, is being submitted to the agencies. Scribbler has never done any mike work; is now being offered either as a commentator or an mc., dishing opinions on general events on a variety program. Asking price for the columnist is a flat \$2,500 per broadeast.

John T. Casey is submitting on a deal with Jack Pegler, writer's brother, who has the columnist under contract.

transmitter, as well as construct a new station using 1270 kc daytimes, instead of 1220 kc during specified hours. The Watertown Broadcasting Co. applied for same facilities as Black River.

THE ONLY RADIO STATION IN

Agencies—Sponsors

Oh Henry candy getting a setup of announcements throughout the country, starting on May 15. Placed through the John H. Dunham agency, Chicago.

Yellow Cab of Pittsburgh, off air for several weeks, has just bought two quarter-hour sessions weekly for eight weeks at KDKA to use Bob Carter, tenor, and Bernie Armstrong, organist. Account placed by W. Earl Bothwell. Previously sponsor had Charlie Danver, Post-Gazette columnist, on WCAE, and a Professor Yes 'n' No on WWSW.

Ford Sunday Evening Hour ducks off CBS for the summer with the June 13 broadcast. Returns in Oc-tober.

rown & Williamson (Avalon cig-gies and Bugler tobacco) sponsoring '10:30 Sports Review' over WSB, At-lanta, each evening.

Robert K. Weill is radio director and Don Tranter has joined staff to take charge of continuity for r-mand S. Weill Agency, Buffalo.

After a two-and-a-half-year stretch on the Coast NBC-Red web Sunday afternoon sked, Sperry Four Com-pany is moving its half-hour drama show to Fridays-at 7:30 p.m., PST effective April 30.

Waller Hornaday, WTMV scripter and announcer, leaves station May 1 to take copy job in St. Louis office of Ruthrauf & Ryan. He will be re-placed by Irving Poznan.

Edward A. Adler, Jr., has joined ad dept. of American Bankers Assn. Was account exec in charge of radio at Fletcher & Ellis agency.

Borden's Pioneer Ice Cream goes on WOR, Newark, and WHN, May 12 for a weekly half-hour program, with Jay C. Flippen and Irving Aaronson's band. Young & Rubicam is the

Crosby's \$3.500 Per

Kraft-Phenix Corp. has tied up the air services of Bing Crosby for another two seasons through the J. Walter Thompson agency. New deal gives the crooner \$3,500 a broadcast. Old agreement has been bringing him \$3,000 a ween bringing him \$3,000 a ween. Term of the latest contract takes in the balance of 1937 and all of 1938, with 13 weeks off in the summer of the latter year.

Inside Stuff-Radio

Half-hour program over Mutual Sunday (25) night, on which Photopley fan mag rewarded 'San Francisco' (MG) as the best pic of '36, didn't go off exactly as planned. Idea started out prefentiously, with both network and Macdadden Publications figuring on a large-scale show, aired from the Coast. Metro's publicist, Howard Dietz, was approached and asked to get Jeanette MacDonald, Clark Gable and Spencer Tracy, from cast, up before mike. The p.a. said he could not deliver 'em on the cuft,' as asked: Players were then approached individually. Only Miss MacDonald consented, and she said she'd only appear to receive 'the award, and would neither sing nor act. Efforts to get director W. S. Van Dyke and prosented, and she said she'd only appear to receive 'the award, and would neither sing nor act. Efforts to get director W. S. Van Dyke and producer Bernie Hyman also failed. In the meantime, plans were further jammed when Don Lee networ, carded to feed from the Coast, said it would not pay the \$750 necessary to get a band.

Bernarr Macfadden personally entered the discussions, saying he'd fiy to Coast to round up some flicker names, and also, spiel, on the period for his mag. He flew out and talked, but his efforts to bag pic players for gratis appearances flivved. As period finally shaped out, George Fischer, Hollywood chatterer with a program over. Mutual, Macfadden and MicMacDonald were on, with latter limiting self to few words of award exceptance on behalf of film and 'fellow players.' A band, which the publisher is reported to have paid for, was also slipped in at last moment.

Commercial programs are getting boosts now from a government agency for the first time in history. Federal people in the past have been ex-tremely careful not to get i position of endorsing any advertising broad-

casts.

Indirect ballyhoo for propaganda features comes from the Commerce Department, which recently started publishing advance bulletin of U. S. short wave programs for foreign press. Issued under seal of the electrical division, Bureau of Foreign and Domestic Commerce, booklet is compiled by Radio Manufacturers' Assn. to promote interest in short wave transision. Latest edition carries listings for about a dozen stations, omitting most sponsors' names, but otherwise clearly identifying the feature. Bulletins are issued on a weekly basis, about five weeks ahead of time to allow for distribution to overseas Commerce Department branches.

Some of the actors on the New York WPA radio project have discovered they are competing with themselves and are coming off second-heet.

One N. Y. station has been gradually enlarging number of WPA dramatizations, till now station carries five such different programs. In using the WPA, station has cut number of own, and in that way reduced number of one-shot jobs actors could pick. Programs. Some of the WPActors on the q.t. had been working on dramatizations formerly produced by this station, getting 55 a shot, which came in nicely as an amplification to the \$24 weekly each WPA member gets. Project apparently never particularly cared about those on its rolls picking up an outside five-spotter, etc.

High fidelity station, WQXR, N. Y., probably has more WPA sustaining programs than any other station in the country with one from three different branches of the Federal Theatres Project, broadcast on regular weekly schedule.

Taking only cultural shows in keeping with station's quality policy.

weekly schedule.

Taking only cultural shows in keeping with station's quality policy, it has 'Exploring the Seven Arts,' talks and lecture program, Wednesday nights in tieup with radio division of FTP; a 'Composer's Forum Laboratory,' promoting American composers through music division, on Saturday nights, and a regular dramatic show on Tuesday nights presented by Theatre Project. Stations also pick up other WPA shows on occasion.

Another opinion that television is still a long way around that corner came from a Federal official Saturday (24). In regular Commerce Department program over CBS web, Harry R. Daniel, trade expert, declared large scale picture transmission must wait until \$1,000,000,000 worth of new equipment has been manufactured, sold and installed. Pointed out that experimental programs are being received satisfactorily over 40-micradius around New York, but noted 'great obstacles still remain before television enters the average home.' One of the principal barriers, he indicated is the equipment problem.

loyd Gibbons is named defendant in an action for \$250,000 damages filed Thursday (22) in the N. Y. Supreme Court by Charles Locke, radio writer, who claims Gibbons damaged his reputation to that extent by distorting news reports on the flood at Cincinnati last January. Locke says he was engaged by Gibbons to collect flood data and write a script which the defendant was to broadcast. Gibbons dramatized it to such an extent that Locke contends his repute for accuracy has suffered so badly that he is unable to procure a lost. is unable to procure a job

James Fleming is handling the daily evening sports review on WGM, the Chicago Tribune station, for Kentucky Winners cigarets on Monday, Wednesday and Friday, while Bob Elson handles the review for Pabst eer on the alternate days.

Fleming handles the Winners broadcast because Elson regularly spiels the WGM baseball play-by-play for Old Gold cigarets, and the station can't be the same announcer plugging two ciggie brands.

Series of practical jokes enlivening CBS press dept.
regularity since early last autumn continues unabated.
Latest was just before Ed Murrow recently sailed to become Europeau
rep for Columbi Murrow, being one of those chaps constantly consci
(Continued on page 50)

BASEBALL COMPETISH

Kelloggs vs. General Mills On Buffalo Games

Kelloggs have stepped into the local baseball picture as competition for General Mills. Jim Britt, WBEN sports commentator, is doubling as WEBR's baseball describer for Kellogges.

logg's.

Roger Baker, of course, is carrying on in his seventh year, working for

Britt's assignment later will give Britt's assignment later will give WEBR something of a program juggling problem. Okay while ball games are in the afternoon, but with warm weather most of Bison con-tests will come at night, when WEBR has a heavy NBC Blue commercial schedule.

No problet for , as he can alternate on WGR and WKBW.

Robert Simmons, tenor n Cities Service (Fri., NBC-red), optioned for pix by 20th-Fox on strength of screen test. Voice tests yet to be





WHAT IS THE

BAY CITY

Group of Eight Stations
Operati Simultaneously from Morning to
Midnight Sign-off. WRCM

lominates BAY CITY WFDF First Choice in the big FLINT Market area.

WJIM reme in LANSING WIBM

Dominates JACKSON WELL 1st in BATTLE CREEK

WKZO WOOD-WASH Leads in GRAND RAP-WXYZ

Detroit (Key Station)

-- WBCM-

cessfully servi teen miles di

they ARE citi every sense of the word-size, iness-volume,

ness-present a rich responsive market surrounded by thrivi rural centers: WBCM SELLS it

Michigan Radio Network

Effectively Covers a Territory of Over Four Million People OPERATED BY

KING-TRENDLE BROADCASTING CORPORATION



A SUMMARY OF SUMMER RADIO FACTS*

- 2,000,000 more U.S. radio families in the summer of 1937.
- 2 34,000,000 radios in the United States this summer.
- 77,000,000 U. S. family-hours of actual listening each summer day in '37.
- The *pre*-radio prejudice against summer advertising melts before the facts.
- More and brighter Columbia summer programs in 1937 than ever before.
- Doesn't this indicate a summer campaign on Columbia for you?

^{*}The facts behind these facts are available in a CBS Study recently distributed. If you have not yet seen a copy let us know.

HERE AND THERE

VARIETY

Jack Payne, Russ Tolg and Harry Idred of WTMJ, Milwaukee Journal station, conti ity staff, have au-thored new script tagged Left Cul-pepper,' comedy baseball strip, Will ide three-a-week for Gridley Dairy.

Armstrong directing Con-WPA units during vacash of Mason.

Lucy Brooke Witt, saleswoman for WTAR, Norfolk, has returned to air with ' ips on the Shop Market' after

Don Bolt, former newspaper man and late on announcing staffs of WTAX and WCBS, Springfield, Illinois, has joined announcing staff of KMBC, Kansas City,

WFBR, Baltimore, has new series of sustainers captioned Housewives Matinee, 15-minute session of ialogue and recorded music handled by Ralph Powers and Brent Guntz.

C. L. Rhodes, former announcer a KARK, Little Rock, now with KOCA Kilgore, Texas.

Fiamm, WMCA, New ing himself a of New Jersey

WHBQ, Memphis, added James P. Turner to sales. From WBNY, Buf-falo, and WJAY, Cleveland.

Frank Cooper, of Curtis and Allen, offering John Halliday and Marta Abba, top pair in the legit Tovarich, air guest gabs.

John W. New, commercial man-ager of WTAR, Richmond, Va., in Baltimore after biz.

Hardy Burt, formerly with WGPC. Albany, Ga., joins announcing staff at WATL; Atlanta.

Purnell Gould, Bob Maslin, and Hope Barroll, of WFBR, Baltimore, will fly by special plane to N.A.B. convention in Chi.

Al and Eunice Emmons, vaude brother-and-sister duo, in sings and patter, weekly on WELI, New Haven.

Art Shaw, playing Shribman time in News England for Rockwell-O'Keefe, its the Capitol theatre, Washington, April 30.

'Messages of Truth' program on WMCA, N. Y., celebrates two years on air this week.

Halsey Miller's orchestra from Four Towers, Cedar Grove, N. J., and

GOING PLACES

It Is Now

KXBY

in Kansas City, Mo.

WHN 1540 Broadway eovers the nation's richest market effectively and economically. More and more advertisers are finding out that fact to their advantage.

Al Anderson and his band from the Marry-Go-Round, Newark, have been added to Dance Parade on WNEW, N. Y.

Ursula , author, will be guest visitor on Anice Ives' ' very-woman's' program on WMCA and Inter-City network Friday (30).

ill Melia, former announcer, has ned Publicity Associates as con-

Howard E. Pill, general manager of WSFA, elected prez of the Rotary Club in Montgomery, Ala.

Vernon F. Lyon, formerly Junior Radio Specialist for the Social Se-curity Board in Wash., D. C., now assistant manager of KOBH, Rapid City, S. D.

Stephen Fuld, of Radio Sales' New York staff, sailed Saturday (24) for a European vacation, which will in-clude Coronation.

Dan Donaldson, formerly at WEW, St. Louis, has joined announcing staff at KMOX, St. Louis.

Lloyd Smith, formerly with WKY, Oklahoma City, now on sales force of KMOX, St. Louis.

Dave Rubinoff will play along with 50 violins on his Chevy program May 2.

Rosalind Marquis signed for sing-ing spot on Packard broadcast for remainder of series.

Bob Cottingham transferred from NBC's N. Y. publicity plant to post of asst. ed i Wash., D. C.

Nedick's going on WOR thrice weekly with 15-min. newscasts by Vincent Connolly during summer.

Fred Palmer, of WLS production staff, supervising things at KOY, Phoeni

Tom Post auditioning his program
'It Could Be You' to couple Chicago clients.

ick McBroom, NBC press depart-ment, Chicago, leaves for vacation May 1, as Bill Ray of same office re-turns from his in Bermuda.

Chicago, April 27.
Recently adding Walter Preston
and a couple special events men, for
purpose of building new programs
and arranging trick broadcasts,
WBBM, midwest Columbia key, now
finds itself in the peculiar position of
being unable to air such programs
because commercial commitments
have taken practically all available
time.

time.
Only one of several ideas developed by new idea department is

WBBM Has Idea Department But

No Open Time for Its Efforts

Frolic, is now with WDOD, Chat-tanooga, Tenn., for latter's Barn Dance Shi

Charile Althoff to make guest re-Gang in May.

WMCA, New York, spieler staff adds George Rei, from WLWL, N. Y.; Joe Tobin, from WOR; Sam Brown, from WOL, Washington.

(Rocky) McDermott, for-merly with WTAD, Quincy, and WROK, Rockford, has been added to the commercial staff at KFEL, Denver.

Tom has joined the New York sales staff of Edward Petry & Co. Harker was formerly with Cur-tis Publishing and the General Tire & Rubber Co.

Ray Hamilton, 'singing organist' formerly with WINS, New York, joins staff at WWJ, Detroit.

Aunt Jemima (Tess Gardell) guests on 'Hammerstein Music Hall' (Kolynos) over CBS, May 11, Her-man Berni

Andrew Stanton, staff announcer at WMCA, N. Y., doubling over to CBS as commercial copy spieler for Pretty Kitty ally, five-

ita McCusker has quit Mutual program dept., in which she was a scribbler.

Peter MacArthur, producer of the WHO Iowa Barn Dance Frolic, is in Iowa Methodist hapital, Des Moines, suffering from a foot infection.

Larry Lawrence, featured on a number of programs on WHKC, Co-lumbus, in the past few years, has switched his activities to WBNS, Columbus. Will air three times

Dupont placed the Ray Perkins transcribed shows with WBNS, Columbus, for 13 weeks on a twice-a-week schedule.

Ed Bronson, production manager of WCOL, Columbus, down with the mumps.

rnie Smith appointed production manager WBIG, Greensboro, N. C.

trus from his in Bermuda.

Gaylord McPherson, formerly with WHO, Des Moines Barn Dance 1936 Group Theatre strawhat site.

('Manhattan Mother,' five-a-week script, and this had to be spotted late at night in time usually allotted to dance periods. Nor can Columbia find an outlet here to air its special events and sustainers, having only one outlet, WBBM, and that sold up to the hilt. Only other stations—WIND and WJJD, the Ralph Atlass duo—are unable to listen to CBs overtures, because there, too, time is at a premium.

RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

New York Baseball schedules of the N. Y. Giants and Yankee, Brooklyn, New Jersey and Newark teams this sea-

Jersey and Newark teams this season will be distributed i booklet form by Postal Telegraph offices and messengers as a result of a tie-up with Barney's Clothes and its radio programs on several stations in the Greater N. V. area.

As a result of the tie-in made by Phil Schuyler, of Postal, and Walter Kelly, advertising manager at Barl Market the Company of the season of the sea

Plugging Sponsor

Plugging Sponsors
Columbus.
WBNS has figured out a neat stunt
to cash in on the annual Good Will
Tour of the Columbus Chamber of
Commerce, May 18-22. When the
special train pulls out of here on its
trip through other Ohio cities a
drawing room will be converted into
a model drugstore, stocked with articles manufactured and sold only by
sponsors of WBNS programs.

WLS' Folk Music Festival

WLS' Folk 'Music Festival' Chicago.

WLS backs the annual American Folk Music Festivals to the fullest extent, giving them free time, and mention as often as possible, feeling that, catering as the station does, to a folk music audience, backing the national annual festival of the society which draws groups from all over the country, it will receive national publicity and much good will in return.

This year's festival will be held at Orchestra Hall, Chicago, May 22-28.

KTUL's Invisible Jury

KTUL's Invisible Jury
Tulsa, Okla.
KTUL is running series titled 'Invisible Jury' to acquaint listeners
with state laws and straighten out
legal questions which nettle 'em.
Two young lawyers and an exjudge are on each period. Legal
lights argue merits of different sides
of each case up for consideration,
and the jurist hands down, and explains, each answer.

Charter Members At Party

Charter Members At Party
Chattanooga.
WDOD celebrated its 12th birthday with program of old-timers who
put on the first show a dozen years
ago. Many of them recruited from
present jobs to strut before newer
incrophones. Station struct in 1925 with 80
Station struct in 1925 with 80
Now has 5,000 daytime 1,000 night,
and 80 full-time employees. Then it
operated 18 hours a week—same as
now being done in one day.

ig Town Goes Small Town

ig Town Goes Small Town
New York, City,
New York, City,
Hearst-owned WINS is inaugu,
rating on May 4 series of programs
labeled 'Civic Salute,' which wil
effort to acquaint New Yorkers with
facts about the towns in immediate
vicinity. icinity. In dealing with each of the small

MacFarlane, Mutual Prez. **Elected Prexy of ANPA**

W. E. Macfarlane, prez of the Mutual network, last week elected prez of the American News-paper Publishers' Assn. at organiza-tion's convention in N. Y. Connection with papers is business managership of the Chicago Tribune. at a premium.

Position is reversed at NBC, where there are two outlets, WENR and WMAQ, the former being in a position to handle majority of sustaiers and special pick-ups of the net. Also neither station is bothering with baseball broadcasts this year, which leaves afternoons wide open except for spotted commercials.

Only sustainer of consequence to taken by local CBS key will be Coronation ceremonies, which will begi about 4:30 a. m. and last throughout most of day, with commercials being cancelled, starting at 7 a. m.

Stanley authoring a new script show, John Martin, M.D., for five airings a week over KYA, San Francisco, and the California Radio System. Ivan Green and Lois Hamp-

burgs, picture of the business, cultural and artistic backgrounds will be given. Mayors, big bir behemoths and civic boosters will be given mike access to hurrah about their hands ceess to hurrah about their hands. Listed for the weekly. Tuesday evening half-hour series of buildung are Bayonne, N. J., Bronx, Brooklyn, Elizabeth, N. J., Queens, Richmod, Hackensack, Hoboken, Newark, Passaic, N. J., Paterson, N. J., Peham, New Rochelle and Mt. Vernon.

Stresses Own, Mentions Others

Stresses Own, Mentions Others

New York City.

Al Simon, D. a. at WHN, is writing a column of radio chatter weekly and feeding it gratis to country and reading it gratis to country appears within radius of the stations coverage.

Though stressing WHN, Simon nevertheless uses patter about other stations and performers not associated with the Loew-owned broadcaster. He gets the outside stuff from other p. a. Weekly sheets can have the column either in plate or mat form.

Weather By Phone

Baltimore New service by a radio station was inaugurated by WCBM here, which offers listeners weather reports by phone. Call to station by listeners contemplating trips or doings dependent upon weather brings complete sectional report by operator on duty daily until midnight.

Free Pet Pictures

Five-by-seven enlargements, made from negatives of pet pictures submitted by listeners, are being supplied by KSFO in a merchandising tie-up with its Red Heart dog food programs and a sustainer, the Camera Club. Negatives must be accompanied by labels from three cans of the canine chow. Station has a deal with a commercial photographer to do the printing and enlarging.

Letting 'Em Talk

Letting 'Em Talk.

Denver.

As a special feature of the news service of station KFEL, five days each week the station sets up its microphone in the state capitol building and members of the house and senate are given a chance to defend their stands on important issues of the state of the state of the state of the stands of the state of the s

leads in PROGRAM PLANNING

WLW Talent Scout In New York

SCHOOL

WLW program representative will hold auditions for professional vocalists, novelty combinations, and specialty teams Monday and Tuesday, May 3rd and 4th, in the studios of WHN

Telephone "WLW"

PARK CENTRAL HOTEL Saturday and Sunday, for appointments

Jacobs Bond Waxer Under Agency Ogle

Hollywood, April 27.
Eastern agencies are looking overthe Carrie Jacobs Bond teaser, which
was put on wax here under Jack
Joy's supervision. Quarter hour program carries music of the 75-yearold composer, and her philosophies
expounded in person.
Alice Prindle and John Lear did
the yooglizing with a choral backing

the vocalizing, with a choral backup of 14 voices. Bob Sherwood is nar-

Joy produced, and batoned the 22-icce ork.

Look at these three showmanship

chests, all of which are at the disposal of our advertisers:

- 1. The entertainment experience of LOEW'S THEATRES.
- 2. The production resources of METRO-GOLDWYN-MAYER.
- 3. The yast talents of the WHN APTISTS BURFAU

Represented by E. KATZ SPECIAL ADVERTISING AGENCY

WTMJ'S BURN-UP AT PETR'

CBS' Lease of KFSO, Frisco, Nixed By FCC Examiner; Sets Precedent

Washington, April 27.

Long-term leasing of broadcast stations received a smashing blow Monday (28) when Federal Communications Commission Examiner Ralph H. Hyde recommended a turn-down for proposed renting of KFSO, San Francisco, to the Columbia Broadcasting System.

Putting the Broadcast Division completely out on a limb by forcing radio commissioners to make up their minds on a subject which has been handled with gloves since the F. C. C. was founded, Hyde's report strongly condemned the common practice of leasing a station over a long period of time when the actual operating assignment runs for only a period of six months—its renewal subject to commish approval. Formation of a policy governing future transactions of the KFSO-Columbia nature cannot well beaviewed by the divi one Hyde's report is taken under consideration. Web representatives, who hatken an okay on the \$25,000 per annum lease for granted, were left gasping by the examiner's recommendation. Check-up proved that it was the first time a commish examiner had failed to sanction a rental proposition of this type.

After reviewing financial details of the deal between Associated Broadcasters, Inc., owners of the 560 kc, 1 kw transmitter, and Columbia, Hyde pointed out that 'the chief consideration for the rental' agreed upon is the use or opportunity to use the operating assignment of Station KSSO, subject to the approval of the commission."

Hyde's condemnation of the application of \$30,885.

EUROPEAN TRIP FOCUSES PEEVE

Antagonism of Stations Versus Sales Reps Accentuated by Sarcastic Comment in WTMJ House Organ

OLD GROUCH

Newest burn-up of a radio station at a sales rep is by Walter Damm, manager of WTMJ, owned by the Milwaukee Journal, against the Edward Petry organization. It illustrates how resentful some stations are of the 'exclusive' arrangement under which sales reps collect re-

Correct Time Sponsors Clip Bulova Tick-Tick Monopoly

CBS Page Boy Signed

Bob Gibson, page boy at slipped out of his tunic this week and is now being offered as a singer by Columbia Artists.

Lad was signed when CBS learned that he made a highly favorable impression auditioning at World Broadcasti for a new series being prepared for Drene, a Procter & Gamble; shampoo. Gibson auditioned on own, then Columbia Artists figured he was going places and that it was wise to keep it in the family.

tion managers when he lost over \$4,000 in a crap game in the broad-casters' presence. 'Big shot' act failed to work the way in-

under which sales reps collect regardless.

Damm in the WTMM house organ called 'The Dope Sheet' made his peeve semi-public last week in the following paragraph:

'Please, Mr. Petry:

'This space is reserved for an item on the Petry organization but the girls and boys are mighty stingy with news. Publicity dodgers! We'd like to know, for instance, how mutch Mr. Hank Christal's European trip cost so that we can figure what part of it WTMJ paid for.'

Christal returned about a week ago from a two-month pleasure trip to the other side. He is a one-third partner in Edward Petry org.

As long ago as the Colorado Springs convention one sales, rep made a very bad impression on sta-While the basis of the antagonism between reps and stations is economic the incidents that cause the ruckus to flare up every now and then are generally personality happenings that dramatize the deep-seated complaint.

Rightly or wrongly station men see themselves as the persons responsible for the sales reps' prospetity. Limousine and chauffeur displays accordingly get under the skins of stations. A trip to Europe sounds just princely enough to dramatize the 'service' situation.

By Artists Service

By Artists Service

advertising for timepieces by Bulova dis being seriously threatened, with practically every other watch company in the land bombarding radius to this stunic this week we being offered as a singer bulbia Artists, a signed when CBS learned tade a highly tavorable imultiform of the company and all outlets are unditioning at World Broador a new series being for Drene, a Protetr & hampoo. Gibson auditioned then Columbia Artists figures being the series of the columbia Artists figures going places and that it to keep it in the family.

Energy Offers

Bombardment of the stations by

Fancy Offers

Bombardment of the stations by fancy offers from the other watch companies is gradually wearing 'em down, especially where the rival timepiece companies are willing to signature for full schedules of time signals where Bulova seeks to spread its appropriation out to take in just a certain amount of the signals on each station. Where announcements are not available the newcomer watch firms in the radio picture are taking regular 15-minute and 30-minute programs.

Tom Lane has joined the WOR, Newark, publicity staff, under G. W. (Johnny) Johnstone. Lane comes from the N. Y. Herald Trib and re-places Dorothy Haas, who went with Fanchon-Marco.

Howard J. Perry has been named mmercial manager of WTAG, commercial manager Worcester.

More Power to Your Story! -50,000 WATTS to be exact! WCAU Philadelphia ROBERT A. STREET Commercial Manager

Coronation Stalls Bi-Lingual Clash in Canada, but Religious Bias Flares Up

Montreal, April 27. With Parliament adjourning sooner than usual in order that the solons may attend the Coronation, Prime Minister Mackenzie King has decided to take no action the demand of Opposition Leader B. Bennett that Gladstone Murray, gen-

demand of Opposition Leader B.
Bennett Hat Gladstone Murray, general manager of the Canadian Broadcasting Corp, be instantly dismissed for his '(Murray's) remarks before the Canadian Club here that it was the im of CBS to make Canada bilingual.' The subject, however, is expected to come up again when Parliament re-convenes. Meanwhile Murray has stated that he will go ahead with his new. Proadened policy. 'His objective is toward a network of high-powered stations across the continent, this to be supported by relatively low-powered stations across the continent this to be supported by relatively low-powered stations which will 'fill in the gaps and also provide outlets-for local aspirations in a country which is now in the throes of bitter sectional differences.

Catholic vs. Protestant

sectional differences.

Catabolic vs. Protestant
Goaded into a sharp reprimand by
the action of Rev. Albert Moore,
secretary of the United Church of
Canada, who had stated that the appointment of Professor A. Vachon
of Laval University to the board of
the Canadian Broadcasting Commision had indicated an inference of
undue power and influence wielded
by the Roman Catholic Church,



Fred Allen **Portland Hoffa**

in "Town Hall Tonight" IPANA

WEAF-Wednesdays 9-10 P.M.

DIP. I WALTER BATCHELOR

Prime Minister Mackenzie King un

Prime Minister Mackenzie King unequivocably denied that any such pressure had put Vachon on the CBC directorate; he also refused to meet the Moore demand that a Protestant minister should also be appointed so that the interest of the Protestant churches be safeguarded.

Almost in despair at the consistent abuse aimed at Federal-controlled broadcasting by most religious denominations in Canada, the Prime Minister pointed out that surely, on reflection, 'no reasonable Protestant in Canada will assume that membership of two Roman Catholics out of a board of nine icated undue influence or pressure. He recalled that Professor Vachon, while admitted to the priesthood as a young man, was now professor of science at Laval University. Rene Morin was the second Roman Catholic on the board but the other seven were non-Catholic.

CBS COACHING **COLLEGIATES AS EXECS**

First instance of radio trying to develop future execs through planned training courses has, after its initial trial, been deemed a tentative success by CBS and will be continued. Idea of selecting likely lads right out of college, iving 'em supervised experience in various departments and then placement into regular jobs, has long been a cus tom of various industrial outfits.

tom of various industrial outfits.

Last July CBS chose six boys
newly diploma'd and since has been
sending 'em through a trai ing
course in four of the network's departments, research, production,
script and program service. Lads
get \$25 a week, with their real promotion to begin after they 'graduate'
and a fresh crop of likelies is taken
in hand.

and a fresh crop of likelies is taken in hand.

Each department head personally supervises the boys induction into Columbia's workings. When time comes for 'em' to be absorbed in organization, they'll be permitted to request a specific spotting, though final decision on their aptitude for particular placement rests with CBS Personnel Chief.

Sifted

Annual selections are to be made in cooperation with Placement Bureaus at 20 schools east of the Mississippl. Applicants send data on selves, and during Easter vacation about 25 seniors are sorted out and asked to come to N. Y. at own expense for an o.o.

Network selects its li on their scholastic record, extracular activities and literary or dramatic work during college years; personal appearance also swings some weight.

As yet boys only have made the

some weight.

As yet boys only have made the grade, but femmes can compete, too Several are high in the running among the crop of applicants up for final weeding out for the '37 class. boys only have made the

'THE O'NEILLS'

NOW RADIO'S MOST POPULAR

FAMILY BRINGS YOU MORE

AUGHTER TEARS AND FART-THROBS Presented by Ivory Soap - 99 44 cm 2 c pure

DIE, COMPTON ADVERTISING AGENCY
MGT., ED WOLF-RKO BLDG., NEW YORK CITY

NBC Blue Network, Mon. to Fri. DST NBC Red Network, Mon. to Fri. :45 p.m. DST COAST TO COAST

LISTEN TWICE DAILY

(Continued from page 44) Continued rrom page year.

Carnival airers over the NBC-Red web from San Francisco, the weekly programs are being handled by Ken Carney, program director, Frank Cope, production manager, and producers Arnold Maguire and Cameron Prud'homme,

Pete de Lima topping the radio setup of Small-Landau agency in Hollywood.

David Syme, Australian radio exec, loading up on scripts for waxing back home.

Sam Pierce chucked the writer-producer job on KHJ (Los Angeles) 'Calling All Cars' for another con-

Charles Sayler named public rela-tions director for Don Lee chain.

Richard Mack and Shirley Ward in Hollywood to script the new Chase & Sanborn show.

Salvatore Santaella,

Tiny Ruffner rushing the summer season fast with his white flannel

C. Harris, formerly of KRKO, Everett has joined the sales staff of KOMO-KJR.

KOMO-KJR studios Seattle now produce. Lars and Lena' played by Mrs. Clinton Johnson, the former staff announcer. Fisher Flouring Mills sponsori

Harry Rogers, former program manager at KYA, San Francisco, emceed a spelling bee which was auditioned by NBC sales and pro-gram execs last week.

Joe Rardin, warbler and comic, with Paul Pendarvis band at Palace Hotel, San Francisco, filled a guest spot on the Signal Oil Carefree Car-

M. L. Peterson on sales staff at KFRC, San Francisco.

Pacific Coast Notes Koran Readings in Arabic Most Popular Items as Radio Hits Desert

heading for Hollywood. Aubrey, formerly with the network, has been in Australia for several months.

Herb Sanford xylophoning with Walter Rudolph's ork at KYA, San

cisco, doing a half-hour variety show labeled 'Frivolities' over California Radio System.

NEW COPYRIGHT BILL BY **GUFFEY**

Washington, April 27:
Another set of proposed amendments to the 1909 copyright law, throwing greater protection around interpretations and renditions, went into the legislative hopper last week. Senator Joseph Guffey of Pennsylyani, Thursday (22) sponsored a measure similar to last year's Daly bill, which embodies ideas put forward by Fred Waring's National Association of Recording Artists.

Principal difference between the shelved Daly bill and the new Guffey measure is that rights of interpreters and performers are, set forth at several points in the text. Guffey does not put rendition rights in same class with creators', but stipulates that right to communicate copyrighted material via radio, television, etc., does not carry the privilege of

reto, does not carry the privilege of reproducing 'a rendition by the au-thor of the performance' on records, discs, sound tracks, tapes, or other similar means.

M. L. Peterson on sales staff at KFRC, San Francisco.

Thomas D. Jones, ex-KFWB, Hollywood, now doubling as script writer and spieler at KYA, San Francisco.

Will Aubrey, Bard of the Byways, entangent of the Byways, hello'd friends on the NBC staff in San Francisco last week before on copyright revision suggestions.

ARTHUR SETTEL

Cairo, April 10. Egyptian State Broadcasting Service is shortly to undertake broadcasting of all Arabic programs on short wave for Arabic-speaking peoples in North and South America, according to K. T. Ferguson, director of Marconi Co. of Egypt, 144

director of Marcon Co. L. E69Pt, Ltd.
Service which now caters: listeners in Turkey, Persi, Iraq, Syria, Lebanon, Palestine, Arabia, Yemen, Egypt and the Sudan, has proved extremely popular. Particu-larly favored are the Koran readings, one of the oldest forms of Arab en-tertainment.

larly favored are the Koran readings, one of the oldest forms of Arab entertainment.

A Moslem gets both entertainment and instruction from Koran readings which have for centuries been a tradition in every Arabic villages throughout the world. Egypt been throughout the world. Egypt has the best talent in this field in the world, and as a result radio has penetrated into the very heart of the Arabian desert, Ferguson said.

Broadcasting is a new development in is country. Two-and-half years ago the Cairo istudios were built with the ald of the British Broadcasting Co. and Marconi money bags. Radio here faced a tough job at the outset, the population of Egypti-being a conglomerate of Egypti-being a conglomerate of Egypti-being a conglomerate of Egyptions, Greeks, Ifalians, Fitish, French, Germans and others.

At first 70% was Arabic songs and the 30% was European phonograph records. The public howled and threatened not to tune in at all. ternative Stations were a manifecent firm.

ternative stations were erected. Speeches were a magnificent flop as they are here in English, and the Koran readings (which at first startled the religious leaders) were arbitrated with great success. No with great success. No advertising allowed, politics

* LOUIS * ARMSTRONG

FLEISCHMANN YEAST Walter Thon D.S.T. Every Friday, WJZ Blue Network

Paramount, New York Held Over Third Week

MGT. JOE GLASER ROCKWELL-O'KEEFE

Inside Stuff—Radio

(Continued from page 46) of sleek grooming, had a "tailor" pop into his office during last days here and intro self as being sent by Bill Paley, CBS' prez, to measure Murrow for a "Coronation suit."

Two indie stations in Los Angeles hit on a hot topic in airing the workings of the postoffice. Just when a third station edged in for a helping, Postmaster Parley, in Washington, told them all to get off. One was called Postal Oddities' while the other concerned itself with interviewing the

Radio wing of the WPA will service free its scripts to any college or university radio or dramatic workshop. Thought is that this idea comes under classification of furthering cultural advancement in the U. S. Schools were so notified of the playlets' availability this week.

Scripts are of air shows either already put on by WPActors, or primed for presentation. They were penned by those on the Federal Writers' Project.

Coast television took a step up when Harry Lubcke, visio chief for the Don Lee chain, transmitted a 300-image more than 10 miles at the rate of 24 repeats a second. Sight-and-sound demonstration was received at California Institute of Technology at Pasadena and won the acclaim of savants assembled there. It marked the first time in 10 years of experimenting by Lubcke that the carry covered such a distance.

Historian James Trusiow Adams has given the WPA io project—sans fee—the right to make air dramatizations out of various chapters in Epic of America, one of his recent works.

WPA now cooking up the programs and casting around for a station to spot em on.

CBS has received word from its Washington office that action on the application for transfer of KSFO, San Francisco, to the network, is expected within the next four or five weeks. Neither side is doing anything to speed up the thing, although the leasing and option to buy deal was closed some six months ago.

Soundproof broadcasting room has been built in the House Office Bldg., Washington, D. C., from which congressmen can air or have transcriptions cut. All networks have lines run in. Political win can now bellow without annoying outsiders, and vice versa.

Zela Lane, subbing as warbler at KFRC, San Francisco, while Mary Ann Harris tours with Ellis Kim-ball's band.

MARGE

Colgate-Palmolive-Peet Thurs., Fri. WABC - CBS



It's Bob Reichenbach, not Oscar, now. CBS sales exec in San Fran-cisco changed first names for his Camera Club broadcasts over KSFO.

\$10 Buys 20. Word Chain Break Announcements KFEL List of Available Chain Breaks and Quantity Discounts Airmail on Request to

GENE O'FALLON, KFEL SALES MGR., ALBANY HOTE , DENVER

Trade Radio Time for Stock in Co.

New Contingent-Basis Offer to Stations Made by Charles Hughes

Chicago, April 27. Just when everybody was - inced that contingent-type business

was out of radio, along comes a spon sor who is offering stations a 'sub

sor who is offering stations a 'substantial' interest' in his business in return for time on the outlet. This offer of a piece of the business is being made to radio outlets by Charles Hughes for the 42nd 'St. cosmetic firm.

Hughes has had the 42nd St. cosmeti company on WGN for more than a year with a weekly 30-minute script show tagged 'Behind the Camera Lines'. Before going into the cosmetic biz Hughes was a standard ether scribbler around town, and had much to do with the early 'First Nighter' programs for Campana.

In his letter to stations Hughes is scripting and the stations Hughes is

Campana.

In his letter to stations Hughes is pointing out that he's trying to widen his distribution area for the cosmetic. He lists the company as a \$100,000 stock outfit.

Spielers Double-X Donors Of Sandwiches; Call 'Em By Informal Names Only

Owl eateries try to coax free plugs out of New York stations airing re-jectings and spot blurbs in the week m. hours. They send the an-nouncers pails of mocha and stack of sandwiches, hoping they'll get establishments plugged by name by the grateful spielers.

very rarely do the eateries receive the publicity nod they seek. An-nouncers cross 'em up by thanking the chowder coops via first name of manager or owner; and, if that is unknown, spielers just ski it.

VA. ABC'S LIQUOR IDEAS HAS RADIO WORRIED

ichmond, April 27.

ickmond, April 27.

io station executives i Virginia are trying to dope out significance of recent announcement by State's Alcoholic Beverage Control Board that the Board was considering regulations prohibiting radio broadcasts ori inating in the State which advertise alcoholic beverages. ABC Board recently banned outdoor advertisements of hard liquors, and ordered all licensees to remove poster advertising and displays from store windows. Some radio execs vi it as a political gesture for the dry vote in not-too-distant elections.

125-Piano Jamboree To Open Nat'l Music Wk.

ianapolis, April 27.
To open National Music Week,
dianapolis, will present to the nation
through both NBC and CBS, the 125

grand piano festival on Sunday (2).
This is second year for mass grand piano , and entire stunt is the brai ild of Frank O. Wilking, local piano merchant local piano merchant.

local piano merchant.

Total of 1,500 Indiana pianists will take part, in groups of 125, to fill the keyboards of the grainds. Planos will see action both at 2.45 in the afternoon and eight at night, with seating capacity of 15,000 each performance in the Butler U. field house and gwm. and gym.

Robert Denton, after a year with NBC in Chicago, returns to WBEN, Buffalo, to specialize in production.

J. Kelly Smith in Chi

Chicago, April 27.

J. Kelly Smith, chief of Columbia's Radio Sales division, in town for a stay of several weeks to make a personal campaign on CBS local sales in the midwest.

While here Smith is readying new info setup on the Radio Sales outlets, making up a reference book for each of the stations which will give salesmen and other complete answers to any and every question concerning the CBS-owned transmitters.

L. A. MUSICIANS' RADIO PRICE LIST

Hollywood, April 27. L. A. musicians union at a meeting

Monday (26) voted an amendment to the price list on chain broadcasts in order Those employment.

Those ing four or more days weekly and earning not more than \$35 weekly are prohi ited from playing more than two transcontinentals, equivalent to one and one-half hours

equivalent to one and one-half hours weekly.

Those earning over \$35 are limited to one transcontinental. Those not steadily employed are permitted not more than two hours of transcontinentals weekly.

Although amendment was carried by a majority vote, no decision was reached. Requires two-thirds vote to ratify.

WORK Joins Inter City

WMCA-Inter City chain adds sta-tion WORK, York, Pa., this week. Newcomer to the regional web is 1,000-watter and a member of the Mason-Dixon group.

Not a Scenario but Much Like One Is Story of Radio Producer Who Vanished

Ad agency with a couple of accounts in radio has an inside mystery of its own which for strangeness of fact tops anything that has been submitted to date to the outfit in script form. Exces and personnel are more curious than agitated about the circumstances of the whodunit, which they have tagged. The Mystery of the Missing Radio Director. As far as the agency's payroll is concerned, the missing exec is an 'ex,' but that doesn't take anything away from the mystery.

Before joining this particular

doesn't take anything away from the mystery.

Before joining this particular agency the fellow had worked for a New York station and a couple of other agenci. He was known around the trade as a smart showman but with grandiose ideas of doing things. He had just completed an elaborate radio campaign, and the going had let down considerably.

It was of a morning last November when his secretary entered his office and noticed that there was something odd looking about the top of his desk. Closer scrutiny disclosed the reason. All his personal effects were gone. The steno called one of the firm's officials and, going through the drawers, they found the radio director had taken all personal papers but left all company stuff in a neat pile.

Mysterious

Inquiries at his apartment house disclosed that the fellow had pulled out the night before and left no forwarding address. His friends outside the office said that they were equally mystified as to his whereabouts.

Following week the job was filled by another, but, although the firm has never heard from him, it knows that he is around somewhere. Ever since his mysterious walkout he has had somebody call for his mail at intervals of two and three weeks.

Each time it's a different gal. They're all good lookers and flashily dressed. Only words they ever speak are: 'Is there any mail for

Director Asks License For Experimental Sta.

Detroit, April 27.

Seeking a permit for combo commercial-experimental station at Ann Arbor, Mich., Fielding H. (Hurry Up) Yost, University of Michigan athletic director, is in Washington for a hearing before Communications Commish.

Yost is president of the Ann Arbor Broadcasting Co., Inc. He is accompanied by F. H. Weissinger, executive vice-president of the company, who testified that the company intended offering university students a chance to learn broadcasting, is capitalized at \$50,000 and has backing of local merchants. Ur of M. athletic events would be aired from stati, and Yost would serve as president without pay.

and Yost wolld serve as president without pay.

Opposing the grant are the Decatur Newspapers, Inc., Decatur, Ill., which seeks a permit on the same frequency; the Washtenaw Broad-casters, Inc., of Ann. Arbor, and a Long Island City station.

Wilt Gunzendorfer, Tommy Lee Artists Bureau chief in San Fran-cisco, has been confabing with Holly-wood execs concerning enlargement activities. Bureau may handle stage and screen, as well as radio talent.



To the listener in remote places:

- The 500,000 watts power of WLW brought radio to you.
- It is good radio because of the unmatched program resources of WLW
- You and the many thousand others have come to depend upon the clear, strong signal provided by WLW's high power.
- It is this dependence upon WLW near and far that makes

WLW—"THE NATION'S STATION"

52 KYW, Philly, Building New

Quarters Costing 600G

Philadelphi , April 27.

New \$600,000 building will be erected on Walnut street, back of present location to house KYW. Ground for the building was broken Thursday (22). It is expected to be ready for occupancy Nov.

Station is now sharing building with WCAU, scheme that has been in effect since it moved here from Chicago, and management was taken over by Levy brothers, owners of WCAU. But Levys and Westinghouse, owners of KYW, had parting of the ways a while back, and two sets of studios in one building became uncomfortable.

New six-story building will be taken on 20-year lease.

Chi Broadcasters Meet For Election, That's All

EVALENTIALITY AND Chicago, April 27.

Members of the Chicago Assocition of Broadcasters yesterday (Monday) elected Glenn Snyder, WLS, president, while Gene Dyer, WGES, and Bill Hutchinson, WAAF, snapped up the posts of secretary and treasurer, respectively.

Then they adjourned, and will probably meet next year for another election.

WSOC's Expansion

Charlotte, N. C., April 27.
WSOC has bought 22 acres north
of this city for the site of its new
transmitting plant and antenna
towers, when and if the Federal
Communications Commission approves the station's application for a
boost to 1,000 watts. Outlet is now
operating at 250 watts and proposes
to spend \$40,000 for the new plant,
Offices and studios will remain in
the Mecklenburg hotel, where the
WSOC antennae are now also located.

100

New Philly Agency

A philadelphia, April 27.

A new ad agency, headed by George H. Thornley, formerly senior vice-prez of N. W. Ayer, has been formed here.

John Price Jones is chairman of the board of the new firm, to be known as Thornley & Jones, Inc.



CKY, WINNIPEG, Canada's Largest Radi Station Now Represented by Us



"BARON MUNCHAUSEN" **JACK** PEARL

PALFICH and KOOL CIGARETTES -10 P.M., D.S.T.—Fridays NBC Network

& S. LYONS, Inc

phil baker

THE GREAT
AMERICAN
E D I T O R
GULF REFINI SUNDAY 7:30-8 P.M., WARC CBS

F.C.C.'S WASHINGTON DOCKET

EXAMINERS' REPORTS

Arkansas: Night power jump from 500 watts to 1 kw was recommended for KARK, Little Rock, by Exam-iner John P. Bramhall.

iner John P. Bramhall.

Although the increase would cause objectionable interference to WGST. Atlanta, Ga., KFNF, Shenandoah, Ia., and several other stations, Bramhall based his recommendation on the fact that a recent boost for WGST caused interference to KARK and that KFNF has an application pending which will have the same effect. Granting of the application would 'equalize any interference that might exist between KARK and WMMN, WGST, KFNF or KUSD,' Bramhall told commish.

commish.

Ben S. Fisher appeared for KARK, with James Cunningham representing the F. C. C. District of Columbia: Establishment of a 1 kw transmitter for Washington, to be operated on the new 1570 kc frequency, was frowned on by Examiner Ralph L. Walker because it would preclude granting of a similar application for Trenton, N. J.

One of three contenders for the positivities of the second of the contenders for the positivities.

mitter for washington, to be operated on the new 1370 ke frequency, was frowned on by Examiner Ralph L. Walker because it would preclude granting of a similar application for Trenton, N. J.

One of three contenders for the privilege of conducting research in high fidelity broadcasting, Eugene Meyers, wealthy publisher of the Washington Post, was stymied in his plans to construct a \$31,000 station in the national capital. Meyers was represented by Arthur W. Scharfeld and Philip G. Loucks.

Florida: New station for Jacksonville, to be operated on 1290 kc. with 250 watts, was okayed by Examiner Melvin H. Dalberg, who found that two existing Jacksonville transmitters, WJAX and WMBR, carry principally chain programs and that a need existed for broadcasts of local character. Outfit, the Metropolis Company, showed a net worth of \$1,236,098 and John H. Perry, major stockholder, displayed previous experience in broadcasting. Perry is principal owner of the Pensacola Broadcasting Co., lleensee of WCOA. No interference would result from granting the request, Bramhall contended. Metropolis Company engaged Clarence. C. Dill' and James W. Gum to appear in their behalf. Andrew G. Haley represented the commish.

Georgia: Application of the North Georgia roadcasting Co., for a daytime smallie at Rossville, to be operated on 1200 kc. was squelched by Examiner P. W. Seward, who told the commish that he could find no real need for additional service in the area proposed to be served.

Iowas New 100-watter for Cedar Rapids was temporarily ash-canned when Examiner George H. Hill decided financial qualifications of Stanley Reid and Charles Boegel, Jr., were not substantial enough to guarantee their ability to construct a broadcast station. Applicant Reid would need to negotiate loans on his real estate to swing the proposition, Hill pointed out, while Boegel could not show 'any assets whatever.' Reid and Stanley, applying as the Rapids Broadcasting Co. asked 1310 kc frequency. John B. Brady was legal representative for the applicants

ised better programs and a more experienced personnel.

Another Lewiston applicant, Philip J. Wiseman, failed to show up at the hearings, while Arthur E. Seagrave, seeking a Lewiston station on 1420 kc, with 100 watts nights, 250 watts days, presented an 'extremely meager' case, according to Dalberg, and failed oshow sufficient financial backing for the enterprise. Applications of Seagrave and Twin City Broadcasting Co. were recommended for commish denial, while that of Philip Wiseman was marked for dismissal as in the case of default. Legal talent employed consisted of Paul D. Spearman for the Cumberland people; John M. Littlepage, Thomas P. Littlepage, William A. Porter and Allon M. Lessard, for Twin City; Ben S. Fisher, for Wiseman, and Howard S. LeRoy for Seagrave. Frank U. Fletcher was retained by the commish.

grave. Frank U. Fletcher was retained by the commish.

Massachusetts: tation for Barnstable, on Cape Cod, won the nod from Examiner Dalberg when George M. Haskins, asking the same assignment of 1210 kc with 100 watts nights, 250 watts days, withdrew his application. Haskins had planned to erect a transmitter at Hyannis, also on the Cape.

Cape Cod Broadcasting Company, comprising a partnership between two business women—Harriett M. Alleman and Helen W. MacLellan—flashed a bankroll of \$241,075 to convince Dalberg they could finance as \$20,000 station. Two college graduates, who have been variously occupied in the real estate business, banking business and recently in operating a drug store, plan to service cranberry growers on the Cape with the latest weather reports as well as supply programs of an Interesting and well diversified nature. Dalber Liuded.

Frequency change and inice-lumn for WMEY Pace

reresting and wen diversined nature, Dailor cluded.

Frequency change and juice-jump for WMEX, Boston, which would send station's power up to 5 kw from its present assignment of 100 watts nights, 250 watts days, was given the go-ahead signal by Examiner Bramhall despite squawks from other Boston-transmiters and WLAC, Nashville, Tenn., which occupies the 1470 kc frequency to which WMEX would change.

Arthur W. Scharfeld and Philip G. Loucks represented WMEX. ith Andrew G. Haley and Walter Johnson appearing for the commish.

Minnesota: Minneapolis daytime smallie was turned down by Examiner Daiberg because of the apparent inability of the proposed owner, Arthur H. Croghan, to pay the bills in case the venture should not operate at a profit.

at a profit.

Croghan, a ra io advertising man, requested the 1310 kc frequency with 100 watts power, daytimes.

Texas: Turndown for the Oak Cliff-Dallas County

Broadcasting Co., for a daytime station on 1500 watts was recommended by Examiner Robert L. Irwin and conditional grant for A. L. Chilton for a more powerful station was approved.

Oak Cliff corporation, headed by Richard S. Gozzaldi Delta editorition was very would not certa public interest.

Oak Cliff corporation, headed by Richard S. Gozzaldi Dallas advertising man, would not serve public interest, convenience and necessity, Irwin claimed, but Chilton, operating daytimes on 190 % to with 1 kw, could render a needed type of service. Oak Cliff assignment also would involve interference to stations proposed by the Dallas Broadcasting Co., and the Centennial Broadcasting Co., examiner concluded.

If either the Dallas or Centennial company receives a denial on its application, Irwin recommended granting of the Oak Cliff plea, but in the event of commish approval of the two former stations, Oak Cliff's request should be scrapped.

New Jersey: Construction of three 250-watt stations, comprising a main transmitter at Trenton and two

comprising a main transmitter at Trenton and two boosters near Princeton and Burlington, on the un-tapped 1570 ke ribbon, was recommended to the com-mish by Examiner Ralph L. Walker.

tapped 1570 kc ribbon, was recommended to the commish by Examiner Ralph L Walker.

In applying for the new high fidelity frequency, the Trenton Times, publisher of several newspapers in the city of Trenton, promised extensive experimentation with a view to the development of high fidelity broadcasting and proposed to set aside a period of from two to 12 months for experimental work only. Times was represented by George O. Sutton and James L. Profitt.

Wisconsin: Denial of the Milwaukee Journal Co.'s application for a 1 kw station to be operated on the new 1570 kc frequency was recommended by Examiner Ralph Walker, when a Trenton, N. J. request for the same assignment was found to give greater promise of high fidelity experimentation.

Wyomlag: Contingent upon the outcome of a case now pending in the U. S. Court of Appeals, granting of the application of the Frontier Broadcasting Co. for a Cheyenne station to be operated on 1420 kc with 100 watts hights, 250 watts days, was recommended by Examiner P. W. Seward.

Declaring a need for additional service of a local nature existed in the area, Seward gave the corporation a clean bill of health, but declared the case of Paul H. Heitmeyer, whose request for a Cheyenne station was denied by the commish, must first be thrown down by the courts, since the town cannot support two transmitters.

NEW APPLICATIONS

Alabama: A. L. Beaird, Jasper, new to be operated on 1500 kc with 1 kw. — Alaska: KFQD, Anchorage Radio Club, Inc., Anchorage, authority to transfer control of corporation from J. P. Hannon to R. E. McDonald, 166 shares common class.

Illinols: Decatur Newspapers, Inc., Decatur, new pecial broadcast station to be operated on 1550 kc with

kw. Kansas: John P. Harris, Hutchinson, new station to be perated on 1200 kc with 100 watts nights, 250 watts

operated on 1200 kc with 100 watts nights, 250 watts days.

New York: WQXR, Interstate Broadcasting Co., Inc., New York: wQXR, Interstate Broadcasting Co., Inc., New York, iump juice from 1 to 5 kw; WLWI, Missionary Society of St. Paul the Apostle, New York, voluntary assignment of Ricense to Arde Bulova.

Ohio: WBLY, Herbert: Lee Blye, Lima, increase power from 100 to 250 watts; Frazier Reams, Mansfield, change name of applicant for new station to be operated on 1370 kc with 100 wasts days only from Frazier-Reams to Richland Broadcasting Co., Inc., Tulsa, erect directional antenna for night use, increase power from 500 watts nights, 1 kw.days, to 1 kw nights, 5 kw days; United Broadcasting Co., Tulsa, enew station to be operated on 1500 kc with 100 watts.

Pennsylvania: WGBI, Scranton Broadcasters, Inc., Scranton, license to use present transmitter of WQBI (contingent on granting of application to use WGBI's transmitter as a wQAN's main transmitter and increase power); WQAN, Scranton, use of present main transmitter and increase power), also requests use of WGBI's transmitter as a main transmitter and power jump from 250 to 550 watts.

SET FOR HEARING

SET FOR HEARING

California: KGB, Don Lee Broadcasting System, San Diego, raise power from 1 to 5 kw (to be heard before Broadcast Division); KJBS, Julius Brunton & Sons Co, San Francisco, change frequency from 1070 to 1080 kc and hours of operation from limited to specified (to be heard before Broadcast Division).

Illinois: Zenith Radio Corp., Chicago, new television broadcast station to be operated on experimental basis under provisions of Rules 1031, 1033 and 1034, on frequencies 42,000-56,000 and 60,000-86,000 kc, visual power 1,000, aural power 1,000 watts.

Louisians: State Broadcasting Corp., New Ogeans, new station to be operated on 1370 kc with 100 watts.

Louisians: State Broadcasting Corp., New Ogeans, new station to be operated on 1370 kc with 100 watts.

Michigan: Ann Arbor Broadcasting Co., Inc., Ann Arbor, new special broadcast station to be operated on 1550 kc with 1 kw, using directional antenna system nights to protect WQXR. Long Island City, N., "Richmond, install directional antenna system for day and night use and boost power from 5 to 50 kw.

DECISIONS

Washington, April 27.
Californi KEHE, Evening Herald Publishing Co.,
os Angeles, granted voluntary assignment of license
D Hearst Radio, Inc., 780 kc with 1 kw nights, 5 kw

days.

Flori : A. Frank Katzentine, Miami Beach, granted new station to be operated on 1500 kc with 100 watts, commish sustaining Examiner John P. Bramhall; WCOA, Pensacola Broadcasting Co., Pensacola, granted power boost from 500 watts to 1 kw, on 1340 kc, Examiner M. H. Dalberg sustained.

New Jersey: WAAT, Bremer Broadcasting Corp. Jersey City, application for daytime power boost from 500 watts to 1 kw dismissed at request of applicants.

Feenamint May Stick For Wk.-to-Wk. Tests

Feenamint, set to fade off Mutual for summer on May 23, is considering lingering beyond that date on a week-to-week basis and try out several types of programs in an effort of determine what sort of show will be used for fall return. Close check will be kept on public reaction during the trial sessions.

Account is now dickering ith Bernarr Macfadden Publications to effect a tie-in which will permit dramatizations of printed yarns. This year Feenamint used a variety program.

3 McClatchy Coast Stations Getting Maxwell Program

Three McClatchy outlets in California (KFBK, Sacramento; KMJ, Fresno; KWG, Stockton) will be added to the NBC-Red stations on the Coast releasing the repeat airing of the Maxwell House Show Boat for General Foods beginning Thursday (29). Show shifts to the Red at an earlier hour, 7:15 p.m., PST, after a winter session on the Coast Blue. Eastern broadcast has always been on the Red.

Busse's Time Switch

Chicago, April 27.

Harry Busse orchestra continues on a new setup with Mar-O oil Shampoo, but switches to a new time. Will hit on Sundays at 10:45 am. central time on the NBC red, starting May 2. This is the third option pick-up of Busse band by the sponsor.

Busse himself lammed to the Coast on a short two-week vacash.

Award for Radio Play

Award for Radio Play
Des Moines, April 27.
Robert Whitehand, 27, doing graduate work at the State University of
Iowa for a doctor's degree in dramatics, has been announced the winner of the nationwide radio playwriting contest sponsored by the
radio school of Drake University,
Des Moines.
Contest, which is to be an annual
event, provides an award of \$50 for
the best original radio drama submitted. Whitehand's winning play,
'Gentlemen's Agreement,' is a satirical comedy.

Art Cohn, sports editor of the Oak-land, Cal., Tribune, doing an air col-umn over the Trib station, KLX, called 'Cohn-ing Tower of the Air.'



TWICE WEEKLY

EASY ACES

ANACIN

WANTED ACCOUNT EXECUTIVE

By New York agency clusively in radio The man we want definite leads, prospects of accounts. In turn, leads, prospects of accounts are turn, leads to the will receive the co-operation of a complete live-wire organization that is now turning over a million deliary annually. Liberal commission arrangement and drawing account. Our organization knows of this ad.

Address Box 28, Varlety, .

150,000 MUSIC MACHINES

Inside Stuff—Music

Two years ago, Reginald Stewart, Toronto pi ist, thought the time was ripe for a midsummer symphony orchestra in that city at 25c. a throw. Most of the musicians were out of work anyhow and he could get university of Toronto ice rink for a song, or anyhow, a few bars of music. So he whipped a band in shape, invited the customers to come in their shirt sleeves and smoke if they liked.

Nothing like Stewart's success was ever known in Toronto musical circles. His Wednesday night symphonies never drew less than 10,000 and often went to capacity, 12,000. This season they'll be broadcast over CFFB, Toronto, as a sustainer.

Musicians' Local 802 provides free orcs to affiliated unions of other trades and crafts when those organizations are in the formative state, or putting a drive on for more members or studier support from the cardholders. Idea is that if an A. F. of L. ally would benefit from musical servicing on the arm, 802 will provide for cause of unionism. Musikers used on such occasions are those on 802's relief list. This practice is in direct contrast to 802's handling of own affairs at which its orcs play. Even if its union's own benefit of some sort, the windjammers get full scale.

Unusual occurrence, where one song is i two concurrent pictures, is Mack Gordon and Harry Revel's 'Never In a Million Years,' which runs all through 'Wake Up and Live' and is also a strain in another currently releasing 20th Century-Fox film, '50 Miles From Nowhere.' There have been instances, of course, where a picture would reprise a former filmusical strain, whenever a nitery scene or incidental music arose, just to keep ASCAP royalities within the family. But it's rarely that the same tune is in two new pictures at the same time.

Richard Himber's records have been banned in Germany, according to the National Council for Prevention of War, organization which claims to have investigated rumors to same effect. Ban came, it is said, because of Himber's frequent petitions via his pressagent to other windjammers to cease playing all martial music on grounds what Himber chooses to term 'savage rhythm' stirs up, warlike emotions in otherwise peaceful people.

Ina Ray Hutton's girl band had anything but hot lips and nimble fingers for their instruments when they opened the new Cocoanut Grove, openair dance hall, in Worcester, Mass., Friday night (23). With the mercury near the freezing point, the girls went through their paces wearing everything but earmuffs. Girls kept topcoats and fur coats on all night, and when they weren't playing, they were blowing on their fingers. Band had just arrived from Bermuda and Florida.

John G. Paine, chairman of the Music Publishers' Protective Association, last week asked the publishers to assign all-his trusteeships but one to his successor, Harry Fox. The one exception is the ERPI arrangement, which Paine can't let go until pending litigation on royalties due from the electric combine has been settled. Copies of assignment papers in legal form were distributed by Paine among the publishers concerned.

Metro production of 'Maytime' revived the sale of sheet copies of Sigmund Romberg's 'Will You Remember?' to the point where it rated third on last week's call list among jobbers. Film-stimulated revivals in the standard field have been common but it's the first time in recent years that the demand has lifted such tune among the current top best sellers. Schirmer is the publisher

ifteen years ago C. J. Scheuerman was a musician at the old Empress theatre, Denver. Someone stole his violin which was valued at \$250. Scheuerman had long ago given up hopes of ever finding it. The theatre, now the Center, has been redecorated recently, and while tearing out the old boxes, workmen uncovered the violin. Identity of the owner was established through police records.

BRITISH RADIO PEER NOT INVOLVED **WALLOPS SONG**

London, April 18.

Publishers are doing plenty of squawking at the British Broadcast-ing Corp. over their new ruling of one vocal in three numbers on the aler. They maintain it is rulining the sales side of the business, and it comes at a time when they were just getting over the lean years.

They further deplore the inconsistency of that body by their issuing an order to all band leaders to play 80% of current tunes, and immediately ill that gesture by giving them 'the one in three' wallop.

Steel Pier's Bands

Bands booked for week-length stands at the Steel Pier, Atlantic City, starting July 2 and conti ing through summer, are:

Hal Kemp, Red Norvo, Isham Jones, Will Osborne, T. Dorsey, Horace Heidt, Guy Lombardo, Shep Fields and Eddy Duchi

Spitzer's Backache

Henry Spitzer, gen. mgr. of the Chappell Co., has been ordered by is doctor to stay home for a couple weeks. Cause is the recurrence of n old back ailment.

IN FISHMAN'S SUIT

Motion to include Ralph S. Peer, prez of both Southern Music Corp, and Radio Orchestra Corp, as codefendant in Ed Fishman's action for alleged due salaries amounting to \$2,000 was denied in City Court, N. Y., is week.

Application was first move in case since it was filed last December. Plaintiff must now move for another trial based on oral contract, since Peer's connection has been isallowed.

Denny's Chi Debut

Jack Denny will make his first Chicago appearance on May 7, open-ing at the Drake hotel, replacing Paul Whiteman. Band booked for four weeks with options by CRA. Maestro has been trying to get into the Chi territory for past eight years without result. Location set has a WGN-Mutual wire.

Mrs. Armstrong Disking

Lil (Mrs. Louis) making records for contract. strong 'is under

A singer, she fronts a swing combo of seven musikers.

Sherman-Clay ill publish 'I'm Sidector to stay home for a couple wecks. Cause is the recurrence of n old back ailment.

It's his second enforced layoff within a few months.

Sherman-Clay ill publish 'I'm Tired of Trying to Make You Care,' written by Edward Sedgwick and Henry Cohen for the Joe E. Brown picture, 'All Is Confusion.'

DISC MARKET

But Stews, Playing Favorite Tunes Over and Over. **Drive Other Patrons Daffy** Best Sellers and Other Facts on Placements

21 CENTS EACH

operated music machines, which mushroomed since repeal have about reached saturation apparently. Few new placements seem to be made today but turnover on the machines conti , since the operators constantly make replacements due to snappier models easing into the market.

due to snappier models easing into the market.

Though oftentimes claims are made that 400,000 are in use in the U.S., 150,000 is actually deemed a closer estimate.

There would seem basis for belief that reason coin machines aren't numerically increasing is that rather a few drinkeries have reverted to the radio, or small ore. Stews habitically want to play piece to which they, at the moment feel sentimentally attached, six, dozen or 20 consecutive times. This practice, which is universal, drives other patrons of spots daffy. The reaction is transmuted to the owners of the joints, and if the drunks can't be kept in hand, the coin machines go out because of the coin machines go out because of the coin machines go out because of the coin machines go. The standard of the drunks can't be well as the coin machines go. The coin machine operators buy more. More boxes are in circulation when the roadhouses and summer resorts are open.

While large slice of the music

open.

While large slice of the music trade resents the machines (musicians and ASCAP, for different rea-

cians and ASCAP, for different reasons), it's a blessing to record manufacturers. Decca gets the bulk of the biz, because it sells platters for a flat 21c, cheapest buy for operators. Decca also primes many of its releases directly for the coin machines as do the other diskers. Some 50% of the records sold south of Mason-Di ie are bought for machines; in the east its 35% and only 20% west of the Rockies. Operators bicycle the platters from machine to machine, making weekly or bi-weekly changes. But they must keep getting fresh supplies and new releases, and that hypos the record sales.

Corny Favored

For the operators, best biz formula is a small, inexpensive swing combo is a small, inexpensive swing combo-playing currently pop tunes in rather corny fashion. Use of a lead instrument before a swingy back-ground is the accepted idea, as is use also of a hot singer. The patron's of the average machine spot just want the melody, and aren't too par-ticular who plays it, although big sellers of the last year include Bing Crosby, Fats 'Waller, Louis Arm-strong, Benny Goodman and the Mills Bros.

strong, Benny Goodman and the Mills Bros.
Also high in popularity are Andy Kirk, Count Basie, Georgia Brown and Ella Fitzgerald. These have definite and large number of follow-

definite and large number of followers on the coin circuit.

In the south, where the machines
abound more than elsewhere, hillbilly stuff is tops, being negligible
elsewhere. Milton Brown and his
Browni immy Davis and the
Shelton ride the crest in the
jitney-spending public's estimation.
Davi, incidentally, does his hillbilly
howling as an avocation, he is also
Clerk of Criminal Court in Shreveport, La.

Outstanding platter sales to operators in past year have been 'The One Rose,' by Dick Mentyre's Hawaiians, 'Sin to Tell Li' by Bobby Shine Bo Breen, 'Pennies from Heaven,' 'Empty Saddles' and 'Old Cowhand,' all sung by Bing Crosby, 'Write Myself Letter' by Fats Waller, 'Casa' Goodman.

REPEAL-CREATED Jack Robbins to Headquarter East To Direct MG's Music Properties

Most Played on Air

Combined plugs on WEAF, WIZ and WABC are computed for the week from Sunday through Saturday (April 19-25).

- rough Saturday (April 19-2 September in the Rain. Where Are You? Carelessly. Too Marvelous for Words. Sweet Is Word for You. How Could You? Never in Million Years. Boo Hea.

- Never in Million Years.
 Boo Heo.
 To a Sweet Pretty Thing,
 Little Old Lady.
 Swing High, Swing Low,
 Moonlight and Shadows.
 You're Here You're There.
 When Love Is Young.
 Love Bug Will Get You.
 Serenade in the Night.
 14's Swell of You.
 1ue Hawaii.
 14's Swell of You.
 1 what I Rain?
 There's a Lull in My Life.
 Was It Rain?
 Let's Call Whole Thing Off.
 Little Hula Heaven.
 What Will I Tell My Heart.
 Can't Take That Away.

- Indicates filmusical song.
 † Production number.

ASCAP DECISION IN MONTANA HANGS FIRE

Decision in the plea of the American Society of Composers, Authors Publishers for an injunction against the law which seeks to bar against the law which seeks to bar the Society from Montana is not ex-pected to be handed down for at least a month, Case was argued last Friday (23) before a special court of three federal judges in Butte.

three federal judges in Butte.
Engaged in the court tilt for
ASCAP were Louis D. Frohlich and
Herman Finkelstein, of Frohlich &
Schwartz, and a Montana lawyer,
Milton S. Gunn, while Kenneth
Davis, of Washington State, where a
similar anti-ASCAP statute has been
passed by the legislature, helped the
Montana attorney general oppose the
petition. In arguing for the injunction, ASCAP counsel scored the law
as being not only unconstitutional,
but directed solely against the Society.

The court asked both sides to sub-mit additional briefs.

Duchin to Span U. S. A.

Eddy in's band will a transcontinental trek to ace hote spots on exiting the Plaza hotel, N.Y. June 1 the Palmer Hduse, Chi-

June 1 the Paimer House, Chi-cago, Band will see si weeks at the Chi spot before one-nighting its way to the Coast and the Cocoanut Grove, Los Angeles, opening August 1: After four weeks there he returns to N.Y. to reopen Plaza.

Mills Expanding

Jack Mills returned Saturday (24) from a swing around his mid-West offices. Chicago, Detroit and leveland, increasing the s of the Chicago branch and adding a few men to the local professional staff.

staff.

Shep Fields has turned out a plano folio for Mills Music, Inc., Contains 10 arrangements.

Loma Stomp' by that orc, 'Shoe Shine Boy' by Louis Armstrong, Marie' by Dick Robertson crew, Real Thing Comes Along,' by Andy Kirk, and a couple cut by Benny

Jack Robbi , now slated to head-quarter east, ill devote his time equally between N. Y. and Holly wood, and an occasional flyer to London, as Metro-Robbins' musi publishing interests now ex-pandi

publishing interests now expandi

New move by Robbins will mean.

New move by Robbins will mean.

New move by Robbins will mean.

It has elaborate Beverly Hills home must be sold, as the publisher is now committed to the idea that the east is the focal poi of must publishing. As for getting song material out of Hollywood, it's more of less automatic, in that the Metro-Reist-Robbins-Miller Music affilations on the Coast insure that all without trying.

As for negotiating special deals for writers and productions. Robbins feels he can do so by making periodic trips west. David Bernstein, v.p. and treasurer of Loew's, Inc.-Metro, also agrees that Robbins, v.p. and gm. of the Metro-Robbi music interests, has more value by headquartering in N. Y.

An idea of the amount of detail which the music executive had contend with way the fact that even title pages were shipped west to him for his OK in 'Hollywood.

Hollywood, April 27.

RKO Pictures looks all set to ti ln with the Robbins-Metro music in-terests, for which purpose Jack Robbins is now east.

Metro's acquisition of extensive

metro's acquisition of extensive musical propertics embracing Feist, Robbins, Miller Music and other sub-sids, now has tie-ins, with 20th Cen-tury-Fox, Universal, Walter Wanger, other independent film producers, and, of course, Metro, Robbins is also reported dicker-ing for the nurchase of the Shermon-

audonns is also reported dicker-ing for the purchage of the Sherman-Clay Music Co. Firm has its mai offices on the Coast and controls several well-rated pop standards, i cluding 'Whispering.'

Poison Town For Name Orks **Changes Face**

Buffalo.

Name band blz here is looking Latest booki is Shen Fields and his orchestra at the Dellwood ballroom, May 3, for a one-nighter. Sponsor is Sigma Phi Gamma fraternity.

ernity.

Outstinding success of Casa Loma crew in drawing 2,500 for a nenighter recently has hypocd the name band itch. One scholastic group is dickering for a dance date by Horáce Heidt during his week at Shea's Buffalo, beginning May 14. Among names here recently have been Fats Waller, Johnny Ilainp, Fletcher Henderson, Earl Hines, Andy Kirk, Jesse Owens, Les Brown, Jimmie Lunceford, Tommy Dorsey.

a sign of prosperity For years the name bands have been poison to Buffalo promoters and any spurts in that direction usually fell ith a dull thud.

Davilla Wins Damages

Joseph Davilla, song writer, was awarded \$5,000 damages by Special Master Asher Blum in N. Y. Federal Court Friday (23) on his infringement claim against runswick-Balke-Collander Co., and the Brunswick Record Corp. Devilla claimed defendants made phonograph records of his song, 'You Made Me Like It, Baby,' ithout his consent.

Similar sitt against Warner Br

Similar suit against Warner Br ers and the Brunswick Radio Cor was tossed out last December.

Disc Reviews By Abel Green

Mai Hallett swings vorak's 'Humoresque' into a frazzle along with 'Rockin' Chair Swing' via Decca 1190, Teddy Grace and Frankle Carle vocalizing; while Henry King is more salon on Decca 1188-9 with couplets out of 'Top of the Town and When You're in Love. 'Blame it on the Rhumba and Cowr Sore and 'The Whistling Boy' from the Grace Moore film. Jimmy McHugh and Harold Adamson authored the former and Jerome Kern-Dorothy Fields on the latter, both waltzes. Smooth foxtrotology: Guy Lom-

Smooth foxtrotology: Guy Lom-bardo's 'Love Bug' and 'Dreamy Eyes,' Victor 25548, and two out of 'Wake Up and Dream' (Gordon-wevel) titled 'It's Swell of You' and

A TRIO OF TOP TUNES I Hum a Waltz

y GORDON and REVEL From 20th Century-Fox's "This Is

WithoutYour

By LANGE and STRYKER From Hal Roach's "Pick a Sta

When Love

is Young

MILLER MUSIC, INC.

SERENADE THE NIGHT Where is the Sun?

Old Plantation

Today I Am a Man

I'LL NEVER TELL YOU
I LOVE YOU
TROUBLE WITH
ME IS YOU

MUSIC

MOVIETONE TOPICS

JUST OUT!

"CURLY TOP'S

BIRTHDAY"

"THE MOON IS IN

THE SKY"

MOVIETONE

AUSIC CORPORATION

M FOX PUBLISHING CO CAIVA 1250 SIXTH AVENUE NEW YORK

Never in a Million Years, with Carmen Lombardo soloing, whereas the trio officiated in the former pair, Eddy Duchin's 'Farewell to Dreams, 'When Love Comes Marching Along, 'When Love Comes Marching the Cossbyesque Jerry Gooper bary-tone. in the vocal solos, Per usual the Duchin style is smooth yet sprightly. Victor 25542, 'Ruby Newman is forthright and anceable on Victor 25542, 'Ruby Newman is forthright and Anapart on the new Rodanceable on Victor 25548 with 'Where or When and 'Johnny One Note,' excepts Iom the new Rodanceable on Victor When Murray and Ray Hetherton (who's with the show) split the vocals. Newman and is Rainbow Room orchestra on Vic. 25543 recourse to the 'screen for Swing High, Swing Low' (Rajph Freed-Burton Lane), from that fair 'Yom'. 'Waikliki Wedding'. (Harry Owens), Heatherton again on the vocals and Newman plenty okay for the 'hoof.

'Victor, Young's 'Vienna Dreams'.

vocals and Newman pienty oney active hoof.

Victor, Young's 'Vienna Dreams' and 'Will You Remember?' (from 'Maytime' waltes are ultra and the control of the

Victor 2554 wherein the vocalistplanist-maestro scats himself to a
nifty score.

Teddy Hill and his NBC orchestra
cut some fancy wax for Bluebird
with 'Would You Like to Buy a
Dream?'-Love Bug,' No. 6897, and
the standard 52d St. swingo, 'My
Marie,' paired with 'Where is the
Sum?' Lots of instrumental intricacy
to the quartet of times. Beatrice
Douglas and a male quartet contrib
the vocals.

The control of the control
of '-tophing rhythm' on Bluebird
8895 with two from 'Babes in Arms'
(Rodgers and Hart)-—Johnny One
Note' and 'Where or When,' Bobby
Goday vocalizing.

Bob Howard, in the Waller style,
has a nifty instrumental team for the
swingo but it's Howard's own infectious style that cuts plenty of
wax. 'You're Just' a Little Different' with 'Spring Cleaning' on Decca
1195 and 'Me, Myself and I' with
'You Can' Take It With You' on No.
120ware good samples of the brisk
Ven more spirited are the dusky
Andy Kirk and his 'Clouds of Joy'

1205. are good samples of the brisk thoward style of sweet-hot dansong-pation: What was the same and the same

Body and Soul, in all, or course, featuring that wicked Tajum Steinwaying.

An extraordinary 12-incher is Decca 28009 by Josephine Tumminia with Jimmy Dorsey and his orchestra. The 24-year-old-San Francisco operatic soprano, who came to a superatic soprano of the Straus of the superation of Blue Danube Waltz. Orchestrated by Fud Livingston. Dorsey and his band doing the swingo. It's a novelty on the wax, as was Miss Pons' version of the Strauss waltz when she first introduced it in 'That Girl From Paris' (RKO). Backer-upper is 'The Wren' (La Capinera'), likewise in a special swing arrangement by Livingston; It's one of the recording companies are noveltically of course, is standard on the swing stuff.

Buth Fettier on Decca 1212 couples

of course, is standard on the swing stuff.
Ruth Etting on Decca 1212 couples two Gordon-Revel tunes out of Wake Up and Live; 'It's Swell of You' and There's a Lull in My Lite.' performed in the standard Etting Pric sincerty and impressiveness.

Frank Signorelli and Harold Solomon on the twin 2 inways supports the comedienne's expert vocalizing.

Get Set for the Song Barrage on the New Universal's "Top of the Town"

"WHERE ARE YOU?" "THAT FOOLISH FEELING" "JAMBOREE" "TOP OF THE TOWN"

By JIMMY McHUGH and HAROLD ADAMSON LEO FEIST, Inc. • 1629 BROADWAY • NEW YORK

U. S. Crackdown

(Continued from page 3)

to crack down on the motion picture industry and begin a series of antitrust actions against major distributing and affiliated theatre circuits? Or, are administration leaders in Congress, impatient with the department's delays, likely to take matters into their own hands and give the film industry an open airing, the like of which it never has had? These two questions have been asked here frequently of late.

asked here frequently of late.
No one obtside of the inner circle
at the Department of Justice has any
accurate knowledge of what the department is planning to do. That
something is in the air, is a certainty
Agents of the Bureau of Investigation have been deliving into scores of
complaints from exhibitors situated
in all sections of the United States.

tion have been delving into scores of complaints from exhibitors situated in all sections of the United States.

Congressmen have tossed to the department letters alleging unfair finde practices written from country districts. Acting on these complaints; many of which are sai to be unwarranted squawks and only a few of them rating serious attention, the department has reassembled a mar of data on the film industry under its modern business methods of couble-billing and circuit protection buying and, on this information, has analyzed the business and the federal laws from fresh points of view.

Only one important government suit against major film distributor is pending at the present time. This is a restraint of trade action which will come to trial soon in the federal courts in Texas and is known here and in the trade as the Hoblitzelle case. Issues to be settled in this suit are somewhat different from previous government actions, as the point is whether, a first run theatre and a distributor have the legal right to insist upon a subsequent run theatre and a distributor have the legal right to insist upon a subsequent run theatre and a distributor have the legal right to insist upon a subsequent run theatre and a distributor have the legal right to insist upon a subsequent run theatre and a distributor have the legal right to insist upon a subsequent run theatre and a distributor have the legal right to units whether, a first run theatre and a distributor have the legal right to insist upon a subsequent run theatre and a distributor. The Government has pursued the prosecution in the federal courts.

It de Equawk

courts.

Tive administrations, over a period of 20 years, have tried to cope with the problem of making the film Industry, in its practical commercial operations, conform to federal laws regulating trade practices. No sooner has one issue been taken to court (such as arbitration between exhibitors and distributors, and the Fox-West Coast clearance action) than disputes arise over other practices. The film business constantly is in a state of flux and change. Double-billing of features which has swept the count: tihin the past two years has created intraindustry problems which were unknown a few years ago.

With dual billing practically in universal use; over-buying of product, by which one exhibitor may seek to deprive another exhibitor may seek to deprive another exhibitor of an adequate number of films, now is purely a theoretical issue, it is said. When the Government's suit in St. Louis collapsed more than a year ago, the Department of Justice re-

an acquate homore of imps, now is purely a theoretical issue, it is said. When the Government's suit in St. Louis collapsed more than a year ago, the Department of Justice reorganized its motion picture division. Paul Williams, formerly of Utah, was placed in charge of motion picture litigation. For more than a year le has been working unostentationally. No complaint has been regarded too small for careful investigation. But he has not begun any new court actions.

The Bureau of: Investigation has had operatives for months in Hollywood, and it is reliably reported her that every activity of the producers association was examined: "ubsequently, the examination into the Motion Picture Producers and Distributors of America, Inc. (the Hays' organization), was conducted in New York by department investigators. Will H. Hays is sai to have placed all records, financial accounts and reports at the disposal of the department.

Although these inquiries were conducted several months ago no statement did has been made public.

Mean ile on Capitol ill several bills ir resolutions aimed inst

ment ndi has been made public.

Mean ile on Capitol ill several bills resolutions aimed inst certain practices in the film in ustry have been referred to committees and lie dormant for the time being. One such resolution, however, ich was introduced by Congressman Hobbs, of Alabama, is on the agenda of the Rules Committee of the House. This resolution, if favorably reported by the committee, would bring about a Congressional investigation of film industry trade practices which would exceed in scope anything of the kind to which the picture business heretofore has been subjected. Congress.

Last Week's 15 Best Sellers

	, ,
Boo Hoo	Shapiro Chappell
†Little Old Lady	
*Will You Remember?	Schirmer
Love Bug Will Get You .	Santly-Joy
*Moonlight and Shadows	Popular
*Blue Hawaii	Famous
*Sweet Leilani	Select
Trust in Me	
*September in the Rain	
What Will I Tell My Hear	t?
When the Poppies Bloom.	Again Shapiro es Home Witmark
When My Dreamboat Com-	es Home
*Never in Million Years	
*Too Marvelous for Words	
Serenade in the Night	
* Indicates filmusical song.	uction song.
others are pops.	action song.
outers are popul	All the contract of the contra

men Hatton Summers, of Texas, chairman of the House Judiciary committee, and Martin Dies, member of the Rules Conmittee, are said to be proponents of the Hobbs resolu-

Meanwhile, the shadow of Govern-Meanwhile, the shadow of Govern-ment interference with the operation of the film industry grows blacker each day. The storm may originate at the Department Justice, or it may develop from some committee room at the Capitol. Only an early adjournment of Congress would dispel the anxiety.

VINCENT BRYAN FOUND DEAD IN HOLLYWOOD

Hollywood, April 27:
 incent Bryan died here this afternoon. Veteran songwriter had been hibernating here the past 10 years and was a pioneer gag writer although best known for his Tammany, 'Merry Oldsmobile' etc. He was about 57 and married. A widow survives.
 He was found in an obscure hotel at 1042 N. Wilcox. An autopsy ordered by the police ascribed his death to an overdose of a sleeping sedative.
 Although his ASCAP membership had lapsed through non-payment of dues, the Society had been contributing towards his support and will take care of funeral arrangements. Interment in Hollywood. Cemetery Friday (30):

Music Notes

Ralph Freed and Burton Lane have been assigned to do the music and lyrics for 'Double or Nothing,' and tyrics for Double or Nothing;
the next Bing Crosby icture at
Paramount. Tuners' ing ditty,
Smarty, ill be spotted in the film.
Duo just washed up 'In a Little Castillian Garden' for Par's 'The Last Train From Madri

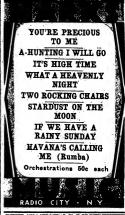
Seven tunes have been turned in by Mack Gordon and Harry Revel by Mack Gordon and Harry Revel for 'You Can't Have Everything' at 20th-Fox. Numbers are 'You Can't Have Everything,' 'Afraid to Dream,' 'Please Pardon Us,' 'Dan-ger-Love at Work' and three un-

have written and Frank Sanucci have written a trio of tunes for Grand National's 'Rider of the Rockies.' They are the title song, 'Arizona Rangers,' and 'Song of the Open Range.'

Irving Kahal and Sammy Fain authoring the special songs for George Marshall's Pan-Americano expo at Dallas, openin June 5. Robbins publishes.

"Edward Ward is doing the musical score for 'Saratoga' at Metro, Dave Snell is scoring 'General Hospital,' which J. J. Cohn will produce at same studio.

Howard Lanin and Casa Loma crews will play for the official British Coronation ball at 7th Regiment Armory, N. Y. on May 12.







GORDON and REVEL Click Again!

in 20th Century-Fox's "WAKE UP AND LIVE"
Featuring Walter Winchell, Ben Bernie and Alice Faye

NEVER IN A MILLION YEARS IT'S SWELL OF YOU THERE'S A LULL IN MY LIFE WAKE UP AND LIVE I'M BUBBLING OVER

Robbins Music Corporation • 799 7th Ave., New York

BANDS SET FOR N. Y. HOTEL **ROOFS**

N. Y.'s summer roots and hotel garden spots have about lined up bands for their seasonal preems; but of 10 roofs, two gardens and four suburban road houses have already booked their musical talent. Acques Fray opens St. Regis, May Rudy Vallee, Astor Roof, May of for six weeks, to be followed by Thecent Lopez; Horace Heidt, Bilt-

Horms Presents

"READY. WILLING AND ABLE"

TOO. MARVELOUS FOR WORDS

JUST A QUIET EVENING

SENTIMENTAL AND MELANCHOLY

VIENNA DREAMS

I'M HATIN' THIS WAITIN' AROUND

A New Swing Hit

52nd STREET

FOR YOU

HARMS, INC., RCA Bldg., N. Y.

WARREN AND DUBIN

SEPTEMBER IN THE RAIN

MELODY FOR TWO

SUMMER NI

A TERRIFIC HIT!

HOW COULD YOU?

COMING!
WARREN and DUBIN'S
GREAT SCORE FROM
THE "SINGING MARINE"

REMICK MUSIC CORP.

Witmark Presents

From "CHEROKEE STRIP"
THE GREATEST WESTERN BALLAD
IN YEARS

MY LITTLE **BUCKAROO**

Sensational Ballad

When My **Dream Boat Comes Home**

M. WITMARK & SONS
1256 Sixth Ave., RCA Bidg., N. Y.
CHARLIE WARREN, Prof. Mgr.

more, June 2; Bunny Berigan, Pennsylvania, switching from lower floor June 1; Paul Kane, Commodore, June 3; Basil Fomeen, Pierre, May 5; Guy Lombardo, Waldorf-Astoria, June 24, replacing Leo Reisman, who will double from downstairs portion and Al Donahue, Rainbow Room, June 2, replacing Ruby Newman. Emery Deutsch stays at the Rainbow Grill indefinitely. Nano Rodrigo is possi lility for the St. Moritz. rigo is Moritz.

Moritz.

Outdoor garden spots are Ambassador, with Ramon Ramos, June 10, and Essex House, Nat Brandwynne, April 30. Others are Gus Arnheim at New Yorker, May 4, replacing Lennie Hayton, and Carl Ravel at Lexington, May 29.

Lexington, May 29.

Country spots are Ben Marden's Riviera, Englewood, N. J., ith Mickey Alpert, May 27: Blossom Heath Inn, Larchmont, N. Y., with Dave Schooler; Claremont Inn, Riverside Drive; N. Y., with Jolly Coburn, June; and Larchmont Casino, Larchmont, N. Y., with Jimmy Lunceford;

CONSOLIDATED ASKS R-O'K TO DICKER

Consolidated Radio Artists, Inc., would like to merge with Rockwell-O'Keefe, Inc., band booking interests. Latter outfit has listened to the talk of Charles Green, CRA prez, without giving any indication of being interested.

Deal proposed would not involve purchase or exchange of stock, but a purchase or exchange of stock, but merely one of commission sharing. As relations now stand, R-O'K is steadily booking three of Consoli-dated's bands as part of Rockwell-O'Keefe one-nighter routes.

Mike Goodman to

Seattle, April 27. Mike Goodman and his Northwest Mounties are winding up three months barnstorming in this territory. Played theatres and ballrooms, latter predominating.

Mounties are headed for Cali

Crafts' Strike

(Continued from page 5)

rected Pat Casey, labor contact, to handle, all labor questions arising from Supreme Court decision validating Wagner labor act. Casey promptly announced he would negotiate with representatives of a majority from any organization. Screen Actors Guild and Painters immediately petitioned for recognition, followed by machinists, hair dressers, scenic artists, plumbers and makeup artists. akeup artists.

makeup artists.

First test case under Wagner law éame when Studio Utility Employes Local 724, through its international vice president, Joseph Marshall, protested encroachment on its organization by International Alliance of Theatrical Stage Employes. SUE charged producers were conspiring with IATSE to take over work now handled by SUE members.

handled by SUE members.

r. Towne Nylander, regional director of the NLRB, forwarded copies of the charges to Washington, together with denial by Casey that producers had violated Wagner law in jurisdiction dispute. Dr. Nylander said he would be governed by instructions received from the board, but since NLRB has always shied away from labor jurisdiction fights it is probable that no further cognizance will be taken of the protest.

ie Will Mean Absorption

ie Will Mean Absorption

ie Will Mean Absorption
William of IATSE has announced his organization will take in
SUE members, giving them Class B
rating and increasing their pay from
60c. an hour to 82½c. More than
1,000 SUE members have signed affiddavits stating they do not desire
to affiliate with any other organization, clai ing they would be unable
to find work after their craft had
been swallowed up by the IATSE.
The carpenters, now included in

been swallowed up by the IATSE.

The carpenters, now included in basic agreement, are threatening to withdraw and affiliate with FMPC unless they are given an additional 10% wage boost to make up for increase given other crafts last year. Meeting has been called for May 2 to vote on ithdrawal and strikelif negotiations with producers fail.

Labor unrest has slowed producer are urging that controversies be irrored out as quickly as possible. At present only necessary repairs and improvements are being made, with production schedules runnin far behind.

Can't Stop It

Paying for orchestra arrangements has again become ram-pant in the pop music industry despite the fact that the pledge inst this practice, round-ined by publishers last Au-gust, is still supposed to be in effect.

gust, is still supposed to be in effect.
Competitive major pubs are refraining from demanding that an investigation be pressed bebecause they figure that the Federal Trade Commission will soon grant the industry a non-bribery code and that the government could act more effectively and immediately to curb the payoff outbreak.

NORTHWEST TO ROTATE BANDS

Portland, re, April 27.

Pacific Northwest musicians are trying out a scheme to exchange bands between cities of Portland, Seattle, Spokane and Tacoma. Idea is that a visiting band gets a better break with the local trade.

Archie Loveland's Portland band is playing at the Olympic hotel, Seattle. Del Milne's unit, also from this burg, is at the Ranch, night spot in Seattle. Bart Woodyard's band from Portland is also playing club and radio dates in Seattle.

Union difficulties in Seattle have so far prevented local bands from leaving that town, but when these are ironed out the idea is to reciprocate band units among various cities in the N.W.

Names for Memphis

Memphis, April 27.
Manager Lawrence Levy of Claridge hotel has signed eight name bands and is negotiating for two others for the hotel's Cascades Roof,

others for the hotel's Cascades Roof, which opens next month. Hotel has set Kay Kyser, Little Jack Little, Freddie Martin, Shep Fields, Ted Weems, Bernie Cummins and Joe Reichman. Henry Busse and Ted Fio-Ritch have been signed subject to clearance of previous contracts, and Jan Garber may be brought in for one night.

Sues Larry Philbrick

Des Moines, April 27.

Mrs. Marian Philbrick, wife of orchestra leader Larry Philbrick, has
filed suit for divorce. They have
been separated for three years. She
asks custody of their seven-year-old
daughter and support money for the
child.

child:

Last July Philbrick was paroled from a six months' jail sentence for child desertion, to which he pleaded guilty after returning from St. Joseph, Mo., where he was employed in a ballroom.

GREEN O.O.'ING BRANCHES

Charles Green, prez of Consolidated Radio Artists, trained out yesterday (Tuesday) for an o.o. of branch offices in Chicago, Cleveland, Dallas and Hollywood.

and nonywood.

Expects to be gone about three weeks, hitting midwest first and then moving on to Coast.

Paul Collins Set

Indianapolis,

Indianapolis,
Collins, former sax with
Henry Santrey stage unit, has newly
organized own band. Now at Indiana
Roof ballroom here, operated by
Tom Devi Only rehearsed three
week before starting.
Collins has: Loren Pritchard,
Maurice McCormick, Bob. Barnard,
John Shaw, Russ Waldron, Chuck
Haug, Dick. Baur, Johnny Jackson.
Femme vocalist is Eleanor Hansen.
Band is set for summer at Westlake Terrace, outdoor, ine and
dancery, outside Indianapolis, and
managed by Paul Voight.

erbeck Joins Fredericks Lincoln, April 27.

Ray Herbeck, direct from 13 weeks at Hotel Utah, Salt Lake, joined the Frederick Bros. entourage in this territory with first date at the Turnpike Casino (17). Repeated back (24-25) and was set by Manager Byron Calhoun in the Hotel St. Paul, St. Paul, Minn. for 4 weeks. Band was to go back to Hotel Utah's Staritte, Gardens: May 28, but may not now.

On the Upbeat

Art Kavelin's band replaced Griff Williams band in Peacock Court, Mark hopkins hotel, San Francisco, Monday (26). Joe Reichman's crew moved into the Fairmont hotel, Frisco. Both bands are set for in-definite engagements.

Happy Felton and Sande Williams bands open at William Penn hotel, Pittsburgh, May 28, on alternation basis. Felton now on tour. Wil-liams moves from Carlton hotel. Washington. MCA set.

Fats Waller plays the Medinah Club, Chicago, May 7 to be followed by C. E. Livingston's ballroom, Asheville, N. C., May 11 and a theatre tour taking in Washington and Philly starting May 14.

Sammy Kaye fills out summer season for Orlo Jenkinson's Pavilion, Point Pleasant, N. J., opening June 15. Spot gets a Mutual wire for first time.

Jolly Coburn, currently at the Normandie ballroom, Boston, will return to Claremont Inn, N. Y., for summer on June 1. Coburn occupied same spot all last season.

Panche's orchestra will follow Eddy Duchin at the Plaza hotel, N. Y., May 29. It's his second time there within two months.

Bert Block leaves Syracuse hotel, Syracuse, N. Y., May 20 to open nine days later at Statler hotel, St. Louis, with a Mutual wire.

, Harry Reser set for one month at Graystone ballroom, Detroit, opening May 26. Austin Wylie and Tom Gentry crews follow on same basis

Ozzie Nelson will do three weeks of eastern one-niters following his exit from the Lexington. N. Y. Carl Ravel follows Nelson at hotel.

Dick Gasparre moves from Ambas-sador hotel, N. Y., to the Mark Hop-kins, San Francisco, June 2. Lydia and Jaresco accompany band.

Gus Meyers, Jr., pit maestro in Loew-Poli, Connecticut theatres, moves into Leighton's Woodlands, Ardsley, N. Y., with dance combo.

Benny Goodman ork set to follow Ted Fio Rito into the Palomar, Los Angeles, continuing his Camel broadcasts from the coast

Fletcher Henderson will play Ath-letic Park Pavilion, Richmond, Va. May 20 before opening Ed Fox's new Grand Terrace, Chicago, June 1.

Tom Gentry opens a midwest one-niter tour at Athenaeum, Indianap-olis, May 1, followed by Casa Madrid, Louisville, Ky, May 7.

Paul Sabin goes into the Blossom Heath Inn, Detroit; May 13. In in-terim he's playi New England single stands.

Dusty Rhodes crew at Muehlebach otel, Kansas City, after a stint at efferson hotel, St. Louis.

California Collegians set for a week at Michigan theatre, Detroit, starting April 30.

Clyde McCov opens at Peabody hotel, Memphis, May 29, for four weeks. CRA booked.

Maurie Sherman exits the Casino Parisien, Chicago, this week for the road.

Lee Bennett booked for Park Pavilion, Dyersville, Ia., May 8 by

Rita Rio into Atlantic Beach Ca-sino, Westerly, L. I., N. Y., May 28 for one night.

Lew Diamond's band opens summer season for Lincolnshire C. C., Chicago, June 22.

Jerry Johnson goes otel. Milwaukee, May WTMJ wire,

Louis Panico starts touring June 1 for CRA, after he leaves the Oriental Gardens, Chicago.

Charles Blondo's band at reen-haven Inn, Mamaroneck, N., also on station WFAS, White Plai , N. Y.

ick Jurgens' orchestra opened season at Natatorium Par Spokane, Wash., this week.

Merie Carison followed Tommy Tucker into Casi at Ocean Park, Cal.

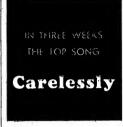
id brother, Lou, under arry

Don Berger band fills in at Roose-velt hotel, N. Y., April 29, after Guy Lombardo bows out.

Bunny Berigan follows Benny Goodman at the Pennsylvania hotel, N. Y., April 29.

Henry King opens at Westchester-Biltmore C. C. June 2, after he exits the Palmer House, Chi.

Hal Grayson quits the Statler ho-el, Buffalo, May 10 for the one-



Irving Berli Greatest Score

I've Got My Love To Keep Me Warm

You're Laughing At me

This Year's Kisses

Slumming On Park Avenue

He Ain't Got Rhythm



IRVING BERLIN, Inc.

New York 799 7th Ave.

HARRY LI

SEVENTH HEAVEN' the 2 h Century For Pleture "Seventh Henven" TOM "One In A Million" LOVE' ONE IN A MILLION

HOLLYWOOD SONGS-

RCA BUILDING-HADIO CITY-NEW YORK NY PHIL KORNHEIJER. Gen Mgr

Gus Hill, Dead at 78, a Pioneer **Showman with His Cartoon Revues**

VARIETY

Gus Hill, club swinger extraorinary, developer of the cartoon comedies, burlesque manager and general theatrical producer, died April 2 in the hallway of an apartment house in N. Y. city, where he had gone to visit a friend. The latter was absent and he was writing a note when he was stricken by a heart attack. He was dead when the ambulance arrived. His real name was Gustave Metz, and he was the son of a New York furniture maker. He took the Hill from Harry Hill's sporting resort, at Broadway and Crosby street, headquarters of the puglists and athletes of that day. Hill attracted to the resort because hi ability as a club swinger, swinging the Indian clubs, then regarded as an essential to athletic training. In spite of his short stature and slight build, he developed an amazing expertness with both th light clubs, which were swing in intricate patterns, and the heavy clubs, some of which were supposed to weigh 150 or 200 pounds. He was probably the only one to specialize in both divisions, most of the weight handlers being too muscle bound to manipulate the lighter objects. Swinging, in those days, did not connote the present day club juggling. The artists did not release their grip on the handles of the clubs, but swung them with short full arm movements. Their were a number of self-styled champions, and it was to meet and challenge these that Hill frequented the resort. Files of the N. Y. Clipper from the late 70's to the middle 80's would seem to indicate that where the referee was on the level Hill won the decision.

His activities led him naturally to the stage and before long he was head of Gus Hill's Novelties a touring vaudeville'show in which he offered his performance supported by a bill of specialists. It was his bray that he had developed many of the acts later to gain headline honors of their own. When Ida Siddon's success led to the gradual replacement of the old time olio by a shorter olio and a burlesque, he followed the current trend and staged burlesque, but still retained his own company, m

Outcault Started

Non-

burlesque, buf still retained his own company, making the burlesques aside lin

Outcault Started

In the early 90's Richard Outcault's, The Yellow Kid' carbons in the N. Y. Sunday World became a mild craze and Hill got the idea of capitalizing on this favor by bringing the Kid and his companions to lite on the stage, presenting The Yellow Kid. The company was formed largely of the vaudeville players Hill knew best, and then overly paid so well that he followed the Kid' with Hogan's Alley, which had been substituted for the other cartoon when Outcault had a salary row with the World. Other cartoon titles were added, Mutt and Jeff, 'Happy Hooligan,' Bringing Up Father' nd innumerable others. Running out of cartoon titles were added, 'Mutt and Jeff,' Happy Hooligan,' Bringing Up Father' nd innumerable others. Running out of cartoon titles, Hill put on other shows along the same lin and wrote theatrical history when he persuaded Billy Reeves to jump the Karno troupe, playing' Alley with the Same troupe, playing' and back retained the content of the content of

formance and rotten-egged the ac-tor. It made front page on every paper in town and the battle was kept up for several weeks, to the decided help of the box office.

Minstrels and Burlesk

Minstrels and Burlesk
Hill also put out ill's Mistrels with considerable success
until that form of entertainment
petered out in the late 90's, He
organized a female-minstrel troupe,
but without much success, the day
of the Rentz-Santley and other femela troupe, bod annealths goes

organized a female-ministret troupe, but without much success, the day of the Rentz-Santley and other female troupes had apparently gone forever:

Hill did not abandon his burlesque shows during this period of production affluence, and he was among the founders of the Columbia Burlesque Wheel and for long an important official, maintaining his own office in the Columbia building until it became a picture theatre, when he went over to the Palace theatie. About 1894, just before he went if for touring shows, Hill caused to be made huge photographic enlargements of himself in stage costume with 'Gus Hill, Champion Club Swinger of the World' in tall letters. He managed to get one on the wall of practically every vaudeville agency in the country. A couple of years later he sought to get them back. William Morris and several other agents promptly gave over the gaudy frames, but it was current report that Hill had paid up to \$50 to repossess other paintings. He felt these did not comport with his new dignity as a producer-manager. Later, around he again made capital of his proficiency and appeared in the old-timer acts staged by Eddie Dowling and by Joe Laurie, Jr. He worked only the light clubs, but he was still in good form, for he had swung the clubs all his life. He did not win the applause he deserved, because he was working to audiences who regarded clubs as part of the juggling equipment.

He was one of the early hustlers for the Actors' Fund, representing the burlesque and variety factions, and never lost his interest. He succeede Eddie Dowling as head of the Theatrical Democratic League during the last campaign and at his death was one of the officers of the American Federation of Actors. Following services Friday, interment was in Evergreen cemetery, Brooklyn.

Cincy Suburb Nitery Spending Big Coin

incinnati, April 27.

Beverly Hills, new swank niterycasino, back of Newport, Ky., opens
May 5 with highest salaried ork and
floor show lineup ever offered in
Greater Cincy. Talent layout, costing around \$8,000 per week, has
Clyde Lucas and his California Dons,
Belle Baker, Jackie Green, Emily
Von Losen and a line of 18 gals,
Booking handled by Jack Middleton,
local, through the Sigh & Tyrell
agency, Chicago.

Spot, on a \$5-acre tract, represents
an outlay of \$200,000. Main room,
with terraced airangement, has table
seats for 700 persons. Chief backer
is Pete Schmidt, sportsman and pro
prietor of Glenn Rendezvous, Newport. is 19-year-old son, Glenn, is
manager of the nitery.

Tariff for first night is \$15 a.
couple. It includes supper and entertainment.
Place opposish 40 Arrowhead incinnati, April 27.

Place opposish to Arrowhead Inn.; Loveland, O., 18 miles away, and Lookout House, Covington, Ky. It five miles from downtown

It five miles from downtown Cincy, and the second of Beverly Hills bands will be exclusive. WLW, feeding to the WLW II Same radi utlet for name bands playing Castle Farm, suburban nitery, and Coney Island, which opens its summer season late in May.

Durante Doubling

immy Durante will double from the 'Red, Hot and Blue' show at the Grand into the Chez Parec, starting May 7.

ue to legit show schedule, will do

Last Bow

Gus Hill who dropped dead last week in the entrance of a brownstone house on West of the transfer of the trans

EXPOSE OF THE ABRACADABRA IRKS PROS

rofessional magicians are burned by advertisi tunts, a sales promotion organization backed by . Proskauer. ident of the American Magicians in New York, in metropolitan dailies. Outfit supplies booklets, tricks puzzles, etc. to boost sales.

While it is Proskauer's view that While it is Proskauer's view that he doesn't give away anything which would damage professional performers, these ads and previous deals (Schenley) have caused considerable irritation to the magis who feel that they constitute a violation of his pledge not to give away irricks to the public. With election of officers in the society coming up shortly it's sure to be a—hot issue among the quicker-than-the-eye men, many of whom feel that Proskauer exploits his position to promote his own business.

ness.
Associated with Proskauer in the deal is Bob Sherman, gadget manu-

Mitzi Green Defers Versailles Repeater

Mitzi Green, current in 'Babes in Arms,' Dwight Wiman musical, on Broadway, is postponing her doubling chore at the Versailles nitery, scheduled to have started today (Wednesday). Young singer claimed illness, with the result that the nitery date has been moved back to May 13.

Grace Hayes is another whom illness is preventing from opening at the Versailles. She was to have opened May 13, but has asked for a postponement.

Saranac Lake By Happy Ben

By Happy Ben

Following have mastered the rib op: Tommy. Abbott, Chris Hagedom, Ford Raymond, Mannie Lowy, Mrs. Charley Bordley, Frank Catlet, Joe Parker and Ray Ketchem.

Alice Carman, who did not like the California is now located at 66 Lake Flower avenue.

Jules Zwilling is a new arrival at the Roger's home: itto ie Dowd, of Portland, Me.

Pauline Turnicky got sneak visit from husband and son.

Adirondack hotel here advertising straight vaudeville in its grill.

Spri is here. Camp, Inter is ion being prettied up.

r. Dan O'Neil; ex-showfolks dentist, threw away his crutches. He's been limping for three months after auto accident.

usty Widener, ex-ministrelman and vaudevilllan, reported ver Boston sanatorium.

Write to those you know who are stek in Saranac and elsewhere.

'Nother Hotel Nitery

Nother Hotel Nitery
Detrois, April 27.
Contract has been let for construction of a nitery in Statler hotelhere, which when completed next
September ill give town two hoteloperated nocturne spots.
Only one at present is Book Casino
in Book-Cadillae.

Elman Joins S&T

Chicago, April 27. Lee Elman has joined the Sligh & Tyrrell office here to handle nitery talent. Elman was form

etroit talent

Another Split Threatens Between WR And Musicians in Philly; N.Y. Confabs

MOSS' INTERNATIONAL **OPENING IN AUGUST**

Joe Moss, who operates the Holly-wood Restaurant, declares that his International Casino farther down on Broadway the Criterion, N. Y., will open in August. Original plans had been to open it last fail. Also interested financially is George Olsen, band leader, and Louis Brecker.

ig shows will be the policy, ac-cording to Moss, with Pierre San-drini, formerly of the Bal Tabarin, Paris, under a two-year contract as

International will seat 2,000 against the 750 which Moss accommodates at the Hollywood.

• 15 YEARS AGO • (From VARIETY and Clipper)

Jimmy Walker (then tate senator), and Sidney Cohen, exhib head, calling each other names. Largely a question as to who was which in the Motion Picture Theatre Owners of America.

National Association of the Motion Picture Industry preparing to curl. To seep into the Hays organization, it was explained.

Easter week pulled theatre biz up, but it had a relapse.

Van and Schenck played the Palace and Colonial and the only thing that could follow them at either house was the Intermission

Peggy Wood got back to the twoa-day with an act in which she had
four men singers as well as a stage
pianist. Didn't really need 'em.
Doing four character numbers at the
Hamilton, N. Y.

Jim Thornton was at the Palace, N. Y. House pulled its Third of a Century' stunts and Thornton was offered as the sole surviving mem-ber of the original Keith program at the Gaiety, Boston, 33 years before.

Aileen Stanley, at the N. Y. Colonial, credited with being the first to use radio. Did a duet with a radio voice sent over a wire.

Eddie Leonard did 32 minutes at the Riverside, and still they wanted

'Lady Bug' took a four-day run at the Apollo. No advance sales and final night showed \$100 in the b.o.

Maude Fealey was organizing a summer stock for Newark. To try out plays for the following season. Anticipating the straw hat.

Keith office Keith office only 25 contracts for the comi season as against the previous year. Salary holdi back

Jim and Marion Harkins to quit the stage and turn chiropractors.

Chicago vaude managers threat-ned all pluggers

George M. Cohan took over the Hudson theatre for the new season. Announced all tickets would be sold through the box office.

Wilmer & Vi were goin for lobby dancing in their Colonial. And the must was come via radio. Twice weekly frue end of the performance undulife. midnite

uity ordered its members not to sign contracts beyond June 1, '24, and managers feared that meant a strike, idn't eventuate.

Season ending and legits hustling for vaude dates. Alice Brady was among the first to get going. Grace LaRue and ale Hamilton were doublin in an act.

between Warner here and Musicians' Local,

to have been peacefully laid to rest when men returned to prolonged picketi

out in a new rash today.

out in a new rash today.

With reports that band and vaude will be dropped to duck the heat at the Fox, union is protesting agai such a move, Warner execs mai tain they can, although non-committal on whether they will.

Whether the house can off the band during the summer will possibly be decided when Warners and musicians confab with Joe Weber, international prez of the union, his New York office tomorrow (Wednesday).

At confab will be Frank

his New York office tomorrow (Wednesday).

At confab will be Frank Phelps, Warner's h. Ted Schlanger and Skip Wesiner, local Warner execs, and A. A. Tomei and Mex Ricardi, prez and secretary of the Philly local.

Trouble arises out of hurriedly made agreements which ferminated that fall's strike. In order to 'speed men back to work, formal contract making was delayed and just a memorandum was signed. When time came to ink real termen, Warners maintained that memo gave them privilege of dispensing with band at will, This was denied by the Union. The point came up about two months ago, but action by both ides was ithheld until Weber recovered from an illness from which he was suffering at the time.

Tomei also has complaints regarding agreements made for nabe houses. He claims circuit has arbi-

agreements made for nabe es. He claims circuit has arbitraily reduced scale at Alleghany and Nixon. He says WB picked up an old price list of three or four years ago and is attempting to use it now, in violation of agreement.

'VOX POP' SOUGHT FOR VAUDE DATES

Wallace Butterworth and Parks Johnson have been approached about playing some vaude dates with their 'Vox Pop' (Molle shaving cream) act. One spot proposed is the Roxy,

Pair's regular Tuesday night broadcast (NBC) would ori inate from the stage of the theatre they happened to be playing that night.

Caranas Claims ROC Failed to Deliver

Dallas, April 27.

Hearing on extension of temporary injunction Maurice Caranas has obtained, to prevent American Federation of Musicians putting his Chez Maurice on unfair list, has been continued intil Saturday (May 1). Civil action rests in Judge Towne Young's district court here.

Question involves charges lodged with union by Henry Gardner's orchestra and Radio Orchestra Cor for \$5,000, alleging violation of contract. Union ruled Caranas had to put \$5,000 in escrow pending outcome of affair.

Instead, Caranas
for restraining injunction. He

for restraining injunction. He claimed ROC contracted to deliver him three bands, Jolly Coburn being committed to open spot last summer. When Coburn wasn't delivered, felt justified in breaching remainder of, contract.

of contract.

MCA Loses Ramona Suit

Ramona Monday (26) won civil suit against Music Corp. America for \$840, claimed due her America for \$840, claimed due het for a recent engagement at the Savoy-Plaza hotel, N. Y. Municipal Court Judge Mathews denied McA's motito deposit the coin with the court, pending the utcome Ramona's contractual di with Paul Whiteman.

icholas Rogers, attorney for Ramona, is filing an appeal of the recent injunction gained by Whiteman against the planist-singer on the claim she breached a personal management pact.

Fugitive From W. 46th St. Finds More B'way in Catskills Than in Times Sq.

I know I am supposed to be fugitive from 46th street but I'd like to come home and I want to know is

The point is I've been ills a week now and I There's entirely

too much Broadway you have to have seen Arthur Kober's play, 'Having Wonderful Time,'

the Lyceum, you probably you know the mountai But don't. Because Kober forgot to tip us off about what's happened up

us off about what's happened up here.

What's happened is something curious. The Catskills have found showmanship. I know you think that's an old story—but it jart. He cause there's a new ki of show business up here.

Take, for instance, Saturday night. I got tired sitting around a village inn and I crept out of my hole and went up to a spot called Grossinger's. And before I got my foot across the doorway, almost, I bumped into Louis Sobol, Paul Small (Wm. Morris office), Nicky Blair (Paradise), Charlie Berns (21), Blil Hardy (Gay Nineties), Doc. Leo Michel, Monte Proser and Milton Blackstone. And that's a hell of a bunch to bump into when a guy's hiding from Broadway. That's what's going on onwaddys, The Catskills are now the Broadway for much so that they're triping all over each other while higher land it ien't only that. You take a roof like this Crossine's.

ping all over each other while in jung.

And it isn't only that, You take a spot like this Grossinger's. There is room here for something like 1,300 guests in a series of pleasantly segregated buildings. All these people are catered to all down the line. Including entertainment. You've heard about all the kids who get jobs as social directors in summer camps and you've seen some of them. But this isn't that kind of a spot. Here, for instance, there is a theatre for the entertainment (easinothey call it, just to be fancy) which can house almost any show you ever saw, including a stage with a revolving platform, the most modern lighting and scenery flying arrangements you can imagine.

Quite a Show

Quite a Show

ments you can imagine.

Quite a Show

And shows are picked and booked through regular agencies, with the precognized talent. Saturday light Harry Spear was the m.c., giving out a distinct Broadway atmosphere. Emily Earle, who's been around, did three comedy character songs in the Molly Picon idiom. Rosa Burnett is a coloratura songstress. Al Sherman and Mary Harrison did a couple of comedy songs. One is very funny, although a mite too long. Jackie Smith is a youthful tapper with a lot-of real talent and a chance to click solidly some day. Jerry Shaw is an eight-year-old toit in the Bobby Breen school, nasal but effective. Singing 'Eli Eli' at this spot made him a cinch. Moe Harway gives out at the mike in a sort of minor Bing Crosby manner. He also doubles as bartender and mixes a swell Martini, which is perhaps more important than his si ing. Al Parker is a dancer who also sings some, not importantly but quite musingly. He's stationary at the

To add Johnny Houser bowed on to sing a couple of nubers; he's coming up in a couple of weeks again to stay through the summer with his band.

Now that isn't as good a lineup as one of the old Palace bills, maybe, but Gus Sun did plenty worse in his day. And this is the off-season in the mountains; things haven't started

But the point I'm maki is that But the point I'm maki is that things should start pretty soon, they tell me. They're dusting off the lake and sprinkling the roller-skating courts. Any minute now the mob should be here, says: Jenny Grossinger, and when she says mob that's evidently what she means. There's room in the dining room to seat 1,500 at a sitting and the gross per week during the heated period, I am told, estimates something like \$50,000. That isn't hay, even if this is the country.

That isn't hay, even it this is an country.

And it's okay in its place—but I left Broadway to get away from Broadway and to look at things here, maybe it's more peaceful to catch some shows at Loew's State.

Philadelphia, April. 27, tage show at the Earle theatre here always plays across river in Camden Sundays, because Pennsy laws prohibit Sabbath vaude. But Stepin Fetchit, booked at the Earle current week, inked line only on condition he wouldn't have to make Camden appearance, stead, after performing Earle Friday, and Saturday, went to New York.

He is now in N. hospital, recovering and critical as was reported at first. A tire blowout his car into an el pillar Harlem Sunday (25). Unable to find satisfactory sub on short notice, Earle is leaving his spot blank. He will play out the week at some future time.

Waltz' Tab 1st Of RKO's Special Shows in Cleve.

April 27.

Tab version of 'Great Waltz' is first of four special house productions being organized at RKO Palace by Nat Holt, beginning May 14, to cash in reopening of Great Lakes Exposition here.

Haviet Version of Care

Exposition here.

Harriet Hoctor is being considered for star spot in opener, which will be produced by Clark Robinson, aided by John Hickey and Chester Hale. Hale is to stage dance routines and ensembles.

Headliners, scenery and costumes will be changed weekly, and Holt has the idea of continuing the house productions through hot months if they go over.

Sobol, Smith and Dale Booked by State, N. Y

Loew's State's semi-annual booking of the Broadway columnists continues with the spotting of Louis Sobol, (N. Y. Journal) week of May 27. Ed Sullivan, of the N. Y. News, played the house a few weeks ago.

played the house a few weeks ago.
Week of May 20, at the State, will
see the return to vaude of Smith
and Dale. Comedy team, which goes
to the Coast in the fall under a piture contract with RKO, hasn't
played a vaude date on Broadway
in some time. This same show will
include Anna May Wong and Enoch
Light's band, latter current at the
McAlpin hotel.

Advertised in 'Folies' Unit, Awarded \$6,500

Unit, Awarded \$6,500
Spartanbur
Nancy Flake, singer, has been awarded a jury verdict of \$6,500
against the reensboro News Co, local daily, the National Theatres Co, and the Meltz Bakery, in her \$50,000 suit over ublication of her photo in at i-in advertisement ith a stage, show. She claimed publication of the photograph was ithout her permission. The three defendants have announced plans to appeal the decision. Miss Flake also claimed she had never been a member of the show in question and that as a result of the publication of her photograph, her repulation and career were damaged.

Publication of the photo was tied

Publication of the photo was tied in ith Folies de Nuit! which fea-tured one strip and several semi-nude players in two acts during a recent Carolinas tour.

Barrett's Stage, Radio Dates

Sheila Barrett plays one week at Capitol theatre, Washington, May 14, after closing at the Savoy Plaza hotel, N. Y., May 13.

2 Dance Acts Abroad

Dari and Diane, terp in, sailed Sat. (24) to open four-week stand at the Ambassadeurs, Parks. Dovetailing that date will be three weeks at the Savoy, London. Henry W. Herrman set.

Maurice and Cordova sailed same day for eight-week stretch at the Dorchester House, London. Open

Outside Coin Bolstering Philly Nite Club Strike: **Picket Squads Sprinting**

Philadelphi, April 27.
Around \$5,000 will be poured into Philly this week to bolster the flagging strike of waiters and kitchenhelp at the Arcadia-International, acc Quaker City, nitery, icials of the Waiters' Local declared today. Money, which wil, be used to pay pickets and other expenses, ill be provided by Union's International Headquarters.

Meantime, entire crew have

meadquarters.

Meantime, entire crew bartenders, who went out with waiters, returned to wor About one-fourth of kitchen help is also back in aprons. Padula declares he won't take waiters back unless they post \$10,000 bond to observe terms of contract.

With number of pickets, at Mayor's order, reduced to five, they resorted Saturday night (24) to running to cover more territory. As one squad got tired, it replaced another.

NUDE DANCE PINCH HYPOS 'WAUKEE JOINT

Milwaukee, April

The Village, formerly the Bowery was given two floor shows nightly to its waiters—those of whom reto its waiters—those of whom re-mained awake. One night Conchita, billed as a Mexican spitific, decided to rehearse a new nide dance—all nude and very little dance. The waiters came to life and so did sev-eral plain clothesmen who happened in at the wrong time. They made a pinch.

The press ballyhooed the arrest on page one, and now the S.R.O. sign is hung nightly in front of the joint, and Conchita dances with more clothes than she wears on the street.

Ross Set in Dallas

Lanny Ross has been spotted for two weeks at the Pan-American Casi Dallas Expo nitery, opening July 24. Nitery holds an option for an additional two weeks.

Loew's Memphis Show

Memphis, April 27.
Loew's late theatre, which discontinued stage show policy some time ago will present Roger Pryor's band in Cotton Carnival Week, May

Bill incl Varsity male four acts of vaude.

Vaude-Hungry Sticks Creating **Renewed Demands for Cheap** \$150 Units; Quality Secondary

Special Odds for Actor

rolics, roadway nitery, says he had a new sort of special clause written into his contract during this winter's Florida engagement as a gambling spot.

They agreed also to give me 7-5 on 6's and 8's and 2/1 10's or 4's.'

Even N.Y.'s Mayor Couldn't Up AFA Benefit; 10G B.O.

American Federation of Actors annual benefit the Metropolitan Opera House, Y., Sunday night (25) grossed a little more than half-capacity figures at around \$10,000. Front portion of the house, comprising the \$10 top seats, was almost totally empty.

tally empty.

An actors show for actors, benefit held very little in the way of top-flight talent. Few names put in appearance. Phil Baker was among those who sent his regrets, claiming tilness of his wife. Stoppnagle (and Bud) claimed personal illness, with the result that Baker's Bottle (Harry McNaughton) and Bud teamed up as a comedy act.

Show's standout was Mayor La

Show's standout was Mayor La Shows standout was Mayor La Guardia maestroi the combined Police, Fire and Sanitation Department orchestras. Mayor had rehearsed the stimt for a couple of weeks. For the finale of his pit act, LaGuardia betoned the combined Police and Fire Dept, glee clubs.

B'klyn Par Mulls Pit Band Policy as on B'way

A pit band policy for the Paramount, B'klyn, along the same lines as played at the N. Y. Par, has been recommended but not certain whether it will be installed. One drawback is said to be an unwritten agreement in downtown Brooklyn among the large houses to keep stage shows out, aimed presumably at the unions.

Recently the Par, rooklyn, in-stalled so-called 'professional' nights Fridays. These have been extremely successful so far.

Kansas City, April 27.

Kansas City, April 27.

Ted Cook, who will have completed 20 weeks as m.c. at Tower theatre first week in May, leave to open May.8 at Orpheum, Memphis.

Tower now ing m.c.'s teffil vacancy.

Jury Awards \$6,500 to Local Singer Publicized as Member of Road Unit MCA Sets Booking Deal With Brinkler Hotel Chain

uperior court jury awarded Nancy Fla io singer, \$6,500 20, in her inst three misuse of her photograph in adver-tising. Three defendants were the Greensboro News, Melts bakery and National theatr

National theatr
Suit arose after Miss Flake's picture was published in the Greensboro Daily News in a fie-in adverissement over the name of a bakery
in connecti th the appearance of
a road show, Folies de Paree, at
the theatre. Miss Flake cited the
fact that she had never been a member of the troupe in demanding \$50. Also skedded for Schaefer Beer lead that she had never been a mem-rogram, May 2, on WOR, Newark. 000 for damages to her reputation

and career as a result of the publi-

Defendants contended that the

Defendants contended that the photographs were used in error and that such die that accrued to Miss Flake was s. Permission under is given Miss Flake to move against any or all three of the defendants for the amount of the damages. Upon first entering with its verdict, the jury sought to apportion the amounts of the damages, but Judge Frank S. Hill instructed that the law would not permit apportionment by the verdict. The jury's disallowed apportionment of the damages set \$3.500 against the News; \$2,500 against the theater, and \$500 against the bakery.

against the bakery.
Trial lasted four days.

The rural tostes in stage shows appear to have switched back to the pre-radio era. That sense of discrimination talent, which came with the education of the hick towns by radio's de luxe variety programs, seems to have taken leave; the towns and smaller cities are again accepting most everything and anything in the way of vaude and units through sheer hinger for stage shows.

Maint and indie booking officer is

sheer hinger for stage shows.

Major and indie booking offices i
New York, which up till thi
season didn't dare send a show into
the sticks which couldn't pass in the
metropolitan districts, have suddenly
discovered that everything is going
over in the less cosmopolitan centers.
Cheap units and second and thirdrate variety layouts clicking
everywhere.

his is one of the extremely few.

rate variety layouts clicking everywhere.

his is one of the extremely few heartening signs vaude has had in the past eight years. Vaude took its worst beating in the smaller spots, which, through short budgets, couldn't meet the educated entertainment tastes of their patrons. Straight-pix double-feature policies subsequent double-feature policies subsequent flow-hudgeted shows again acceptable, vaude should begin to show-signs of at least a slight revival in the months to come.

Popularity of the \$150-a-day units, coupled with the fact that some of them are getting as high as 30 and 40 weeks work in one, two and 40 weeks work in one, two and 40 meeks work in one indication of the trend back to stage shows in the smaller towns. Lately, Paramount has been booking nits budgeted around \$2,000 in some of its New England locations, where stage shows were absent for several years. In every instance, the Par stage bookings clicked both in bo, and audience response. These same type of shows brodied a few years ago in audience response. These same type of shows brodied a few years ago in the same towns.

the same towns,
Wilby-Kincey chain through the
Carolinas, a Paramount theatre subsidiary, is also going in extensively
for cheap stage shows. These houses
usually drop all stage ideas during
the hot months, but, according to
word from the south, the unit-policy
will be continued this year in most
towns through the summer.

STRIPS' UNIT ADS CENSORED IN INDPLS.

Indianapolis, April 27.
Tiff between management of vaudfilm Lyric and the Indianapolis
Times over ad copy on Stars and
Strips' stage revue resulted in theatre cutting size of its ads to a minimum for the week and spending the
difference on the town's two radi
stations. Ludwell Denny, Times edistations. Ludwell Denny, Times edistations. Ludwell Denny, Times edistations. Ludwell Denny, Times edistations. Town of the strip
station of the strip
tor, a. former clergyman, blue-pencilled the phrase 'How to Undress i
Front of Your Husband' in Lyric
theatre ads. Management offered to
change it to read. School for Undressi but editor still objected.
However, he offered as acceptable

However, he offered as acceptable alternative another phrase appearing in ads which ran, 'A Show to Outstrip, Them All.' Theatre didn't like this, and scheduled only a small ad for seven days of engagement, is good.

MCA Sets Booking Deal

Chicago, April 27.
rinkler Hotel system, which operates 11 hostelries throughout the south in such towns as Atlanta, Birmingham, New Orleans, etc., signatured orchestra and talent servicing through Music Corp. of America. Deal was set last week by v.p. Charles Miller.

MCA will spot floorshows i of the 11 hotels starting im spotting bands of eight to 14 men plus a warbler and a couple of spe-cially acts.

NOVIS' COAST ROUTE

Donald Novis heads to the Coast for a week at the Orpheum, Los An-geles, May 19, and the Golden Gate, Frisco, thereafter.

Will also do broadcasts and some icture work in Hollywood.

Night Club Reviews

Hollywood Restaurant (NEW YORK)

(NEW YORK)

Nils Thor Grandlund, better known as N. T. G., is back at the Hollywood where for years he put on the shows and m. c.d. before going to the Paradise for more than a year and since has been playing stage dates. He is back here under a two-year contract with Joe Moss, who late in the summer is planning to open his International Casino down a few blocks on Broadway.

Casino down a few blocks on BroadNTG's first show here is distinguished for its lack of prominent
acts, but there are a flock of entertainers, plenty of girls, lots of
N.T. G., good staging, and something
of a plateful with the running time
an hour and a half. Ostensibly entrepreneur Moss figures the N.T. G.
name is enough for marquee
drag gridper tack the first will be
none too well clothed.
Although long, the show moves,
sprightly and has zest as well as a
good deal of novelty in addition to
the expected lack of brassieres. Some
of the performers are are appreciable
distance from tops, but others, such
as the Six Debonairs, Tania and Kirsoft, Agnes and Tommy Nip, Jr., Ted

HALLIDAY

HERBERT

CLARK

ancers

elightfully

ifferent

NOW CASINO **CONGRESS HOTEL** CHICAGO

Management HARRY KILBY Radio City, New York

Always Working ROBERTS

NOW BOOKED AT HERSHEY - TROY AND SCHENECTADY

Adair (all new here), plus the hold-over Del Casino, are punchy. Casino vocalist, who has been here sever months, has been signed for pictures by Metro and shortly goes to Holly

Wood.

He opens the current show's Maytime production number, which
shows off the line of 16 and the 14
showgirls, topped by a strip. Ted
Adair follows with a fast tap dance,
in turn followed by Casino's solo
from 'Wake Up and Live' (20th), admirably sold.

from water Op and Live (2011), admirably sold.

Three mixed dance teams are in the show. Deane and Campo (New Acts) are on twice, doing three numbers, proving fair, while Tania and Kirsoff (New Acts) are on twice. The Tania-Kirsoff team does a production novelty using a live nadas a contract of the co

Acts), daughter and son of the veteran Tommy Nip. The Nip children are quite handy with the taps. Although there is an abundance of dancing, including the Six Debonairs. Although there is an abundance of dancing, including the Six Debonairs (New Acts), very smart male tapping sextet, NTG's first production processes enough novell and other processes. The Manning and Mitti, dog act with comedy, and the harmony singing team of Riley and Emmett, provide satisfying contrast. The Manning act isn't tops, but it's very entertaining. Pooch does a druk opening with his master that is very cute. Working with a planist, the Riley-Emmett team does eight middle of the stripping of the stripping of the stripping, but the most unique part of the show is the absketball game the line girls play on a cramped floor. And they really play it. Singer bringing on production numbers on two different occasions of the show is the basketball game the line girls play on a cramped floor. And they really play it. Singer bringing on production numbers on two different occasions believed to the show is the saketball game the line girls play on a cramped floor. And they really play it. Singer bringing on production numbers on two different occasions believed to the production floor. The production floor is a supplied to the production of the production floor is a supplied to the production floor of the show is the basketball game the line girls play on a cramped floor. And they really play it. Singer bringing on production numbers on two different occasions of the production of the production floor of the show is the sake that game the line girls play on a cramped floor. And they really play it. Two additional specialty dancers are Bobble Joyce, in a fairly good acrobatic specialty, and Helois Martin, whose tap on toes gets across okalication floor is the production of the production floor and the production f

Martin, whose tap on toes gets across okay.
Mitchell Ayres' band is here now, succeeding Lennie Hayton who was on the premises for sometime. Moss has placed the Ayres outfit under a long-term contract. On N. T. G.'s real to the contract of the contract o

THE FROLICS, N. Y.

This spot looks in. It's in the Winter Garden building, nitery room having variously called the Board-walk, Plantation, Montmartre, most latterly Beatric Lillie's boite-de-nuit until taking the veil. Reopened this stanza, under the aegis of Arthur Jawitz, sided by Chic Goldman and Irwin Alexander of the Club Callente, it's a agactous nitery with an elaborate show, sans couvert,

If they're suit possing for content and nocturnal mounts and funnily naces a generous and generally diverting sequence. Oshins and Lessy, who came to attention at the Caliente, Terry Lawler, Fox and Ames, Andrews Sisters, Jack Gilford, Ralph Watkins cortestra and Don Martin's tangoists comprise a thoroughly satisfying layout. That's plenty of value at no couver, \$1.50 tariff, minimum, also a \$1.25 dinner tariff. octurnal novelty. Lewis m.c.'s

and \$2 minimum; also a \$1.25 dinner tariff.
Lewis was in fine fettle for the special \$5 premiere; and these ex-52d street zanies, Oshins and Lessy, alumni of the borscht circuit, proved anew that Having Wonderful Time; (plug for Arthur Koher-Marc Connelly) must be not without its compensation during the summer camp seasons. This team's going far, having already attracted generous attention.
Lewis, as fast and fly a funster as

seasons. Anis teams going air, naving aiready attracted generous attention and the control of th

SAWDUST TRAIL, N.Y.

Jim Dwyer, ex-vaulevillian, at one time with Frankie & Johnnie's West 45th street oasis, and latterly on his own, has a good, commercial idea in the Sawdust Trail. As the name implies, it's a sawdust joint, slightly. upholstered. But all the trimmin's are there—the singing waiters, Capt. Kay Parsons with her expert songalogs from the Steinway, the lachrymose balladeering by a corps of entertainers, and a generally al fresco, but not-too-cold-N.Y. atmosphere.

atmosphere.

From a pub on West 44th, Dwyer has converted it into an atmospheric spot, something a la Bill's Gay Nineties, with a touch of the old Nut Club in Greenwich Village when it was at its nuttiest.

Club in Greenwich Village when it was at its nuttiest.

Dinner is table d'hote, reasonable and good, with accent on the steaks and chops, but the show portion doesn't start rolling until 9 p.m., and it's at its peak when the after-theatre influx piles in. Besides Miss Farmus, the has long pioneered the farmus, the has long pioneered the district of the start of the start of the start of the district of the dist

ANCHORAGE

(PHILADELPHIA)

(PHILADELPHIA)

Philadelphia, April 24.
Consistency is apparently an unheard of virtue at the Anchorage of the property of the two unmixables one of Philly's most charming niteries, a spot which has acquired considerable clientele because everything is just a little different.

The daffy combo bearing an unpeaced of the property of

has acquired considerable clientele because everything is just a little different.

The daffy combo begins with the terrace-surrounded building, situated on the banks of the Schuylkill and built about the time of the Revolution. Old-fashioned idea carefully carried out by subduing. The control of the schuylkill and built about the time of the revolution. Old-fashioned idea carefully carried out by subduing. Then, on the other hand, band is billed as Trench Swing Band, chirping songs in the foreign-lingo, and show features girl warbler who also delivers the lyrics in French. Top it, Villani, who duals the mcing with his exec duties, is French-Italian and cuts his accent with a steak knife. Add to all that the fact operator of the city's met so dual, operator of the city of the little dual that the fact had the city of the little dual that the fact had the city of the little dual that the fact had the city of the little dual that the fact had the city of the little dual that the fact had the city of the little dual that the fact had the city of the little dual that the fact had the city of the little dual that the fact had the little dual

perience, however, has much to learn. Tendency now is to leave all the work to his voice. Makes no attempt to put numbers across.

Other acts include Winton and Diane, young personable, boy-gal tapping duoi, DeCarlos and Dubois, ballroom pair who combo fox trot and tango into indescribable something; Mildred King, good acroterper, and Margo Marka, French singer.

Johnny provides

Herb.

TROCADERO

(LONDON)

(LONDON)

London, April 11.

This is the 14th floorshow produced by Charles Cochran in the Trocadero Grill Room since 1924.

The average has been 11 months. It is not some considerate that he show opened on the said on tease, at the Victoria Palace. Cochran's Eve dressed from showerbath to street garments and teased plenty.

both to street garments and teased plenty.

Making artistic use of coronation colors, and with a bunch of youthful girls, the show is a snappy affair. Producer has made full use of black silk stockings, always more alluring than nudity.

Patsy and Bobby, a mixed team of acrobatic dancers, feature what is technically known as the butterfly twist. They fare nicely. Joe of the stocking of the stock

preme.
There are nine scenes in all, with the girls alternately caparisoned and unadorned, but always artistically so. The whole thing makes for an excellent coronation nitery attraction.

GOLD COAST ROOM (DRAKE, CHICAGO)

(DRAKE, CHICAGO)

Chicago, April 23.

For a long time this huge room has failed to pay off. For several months there were a lot of pro and conditions the better to close the thing up, at least for the summer, but in the end Consolidated finally persuaded them to take four weeks of Paul Whiteman and see if he couldn't put the place on the map. He's succeeded.

Booking has not only caused a late

couldn't put the place on the map. He's succeeded.

Booking has not only caused a lot of discussion, but has packed the house every night since, and with spenders. Even though the nut, is heavy, room alone running into plenty of money without including the cost of the band, the spot is due. Whiteman organization is, as ever, certainly wise in showmanship. It hands out a large percentage of concert music, a smart move here in a room whose regular clientele has a concert state of mind.

Band's spectaltres comprise the show. Linda Lee, band's new girl songstress, looks like a find. Girl has looks, appeal, and the personality to sell a song. Jimmy Brierly, other soloist, also has what it takes, Good tenor voice has lots of umph and plenty more in his looks. Three T's, combining the sax,

Three Ts, combining the sax, trumpet, and vocals of three members of the orchestra, Frank Trambauer, Jack and Charlie Teagarden, are distinctly an asset to the band, doing their routines for swell effect. All Galladaro, the saxophonist, does fine solo work.

fine solo work.

Along with the concert popular and novelty music, Whiteman has mixed just enough comedy to keep things moving. Band leader works as m.c. throughout.

Loop.

BRUNSWICK CASINO

BRUNSWICK CASINO

(BOSTON)

Boston, April 20.

Formula for this recently revived spot, now under management of John Liner, is something doing every control of the spot of the

to for swing stuff and Sharri Kaye for all ballads. Caesar Muzzioli, accordion-ist, and Gene Mack, guitarist, both from the band, have solo innings be-

tween dance sets.

There is good reason to feature the band, since it is distinguished by versatile players, unusual instrumentations, and exceedingly catchy arrangements (by Gene Hammett). For example, an electric organ is blended in to smooth numbers and at times spotted. Accordions play an important role in many numbers, requently using three at a time. The 16-string, electric, double-necked guitar is certainly far removed from the conventional, and its effects greatly enhance the arrangements or accentuate rhythm, as the case may be.

accentuate rnythm, as the case may be.

Shelley doubles between fiddle and accordion, radiates a cheery personality, and generally creates the right tempo for the room.

Outstanders in the floor show are Franco and Francine, whose routines and music entire the floor show are the result of the re

spin.

Casino is one of the most spacious rooms here (400). A lounge bar adjoins and the minimum tap is \$1.50, Judging from the biz, the policy now current is popular.

Fox.

Now Appearing

CLEO BROWN ROY ELDRIDGE

And Band

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OLIVE

ANDREE SAMUELS

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SHOW PEOPLE'S EATERY IN LONDON

LINDY'S

LEICESTER SQUARE





3 Mack Bros

Iris Wayne Vega Asp R. Frimi, Jr., Or V Travers Orc C Cromwell Ore

Frolles Raigh Watkin Jos Lewis Terry Lawler Oshins & Lessy Fox & Ames

Variety Bills

THIS WEEK (April 26) NEXT WEEK (May 3)

Numerals in connection with

RKO

elth's (22) bara elmor con Donces Arms nk Gaby Ballet CHICAGO

Palace (30)
oxyettes
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juster Shaver
iredwins
tanley 2 Stanley 2
(23)
3 Flames
J & J McKenna
Irene Beasley
Joe. Besser
Pritchard
Zimbalist
Eddle Garr
5 Jansleys

CLEVEJAND
Paleces (30).
Pritched & Lor
Stevens Sis
F & J Hubert
Wini Shaw
Billy House
Slums of Paris
Master Michael
3 Wiles
Vont Singera
Campo
Sylvia Munon CoCharmion
KANSAS CITY Charmion
KANSAS CITY
Malantreet (23)
Oisen & Johnson
SCHENECTADY
Keith's (20-1)
Your Ill Parade
TROY
Proctor's (30-3)
Red Hot & Beautt'i

LOEW'S STATE, NEW YORK is Week April 29th **WALLY WARD** SMITH, Radio City Dir.:

Loew

NEW YORK CITY State (30)
Helen Reynoide
Wally Ward & M
Tilo Gulzar
Mitchell & Durant
Florence & Alvarez
BALTIMORE
Century (30)
Jackle Heller

COLUMBUS
Broad (30)
Ted Lewis Orc
PUTEBURGH
Stanley (30)
In Ray Hulton
VishinGTON
Composition
Helen Charleston
A Robins
Art Shaw

Paramount

NEW YORK CITY
Paramount (28)
Louis Armstrong
BOSTON
Metropolitan (30)
Chilton & Thomas
Mady & Cord
Elicen O'Connor
Trado 2
Fuzzy Knight
i Ortons Marcy Bros & B Ada Brown California Co

rado
uzzy Knign
Ortons
CHICAGO
Chicago (30)
French Casino Show

California Co
MONTREAL
Loew's (30)
Cab Calloway Ore
Tramp Bd
Evelyn Keats
Sally Gooding SAN ANTONIO

Maj (30)

Maj Bowes U Chleago (30),
French Casino Show
Mariora
Geni DeQuincy & L
Oriental (30)
Corinne
DETROIT
Michigan (30)
Serge Flash TORONTO
Shea's (30)
Roy Rogers
Carol Manners
E & Nada Perex
Francis & Carroll
Ray & Harrison

Warner

PHILADELPHIA Allegheny (28-1) Banfelde Smith & Hart Eddie White Tip Top Girle

Earle (30)
3 Sophisticales
Hai Sherman
Milt Britton Bd
(23)
Roger Pryor
(One to fill) One to fill)

Fox (36)

Dave Apollon. (22)

Ade Duval Co.

Helen Charleston

Phila Hallet.

Nixao (28-36).

Emil & Evelyn

Paul Regan.
Balabano 6
Oxford (29-1)
Contin'nt'l. Thvillers
3 Carroll Sis
Goss & Barrows Condin'nt'! Thrillers
Carrol's Tarrows
Stander Stander
Robey
Pitr's BURGH
Stanley (30)
In Xay Hutton Ed
King & Sinclair
Stander (30)
Maint Ray
Maint Ray
Rose (30)
Roser Pryor Ore
Horsee (30)
Green (30)
Green (30)
Follos Comque

Independent

CHIC.

State Lake (30)

Boltorff
oythin Commidens
by Cummic Cu

3 Ellies
Peter Higgins
Sherhdan (1-2)
Casa Manana Rev
INDIANAPOLIS
Lyric (30)
Fals Waller Bd
Radclifte & Rugers
Ford, Marshall & J

Myra Johnson RANSAS CTTY, Mo. Tawer (30): Reynolds & White Dare & Yules Keatin & Armfield Faith Bugon Falls inagon
Ted Cook.
MADISON, WIS.
Opplieton (4-5)
Will Osburne Ore.
Toy & Wing.
(One to fill)
MEMPHIS
Ornhenm (1)
Follies D'Amaur

London

Week of April 26

Meek
Ohayo 3
Cunterhury
Jet half (22, 28)
Lewis & Lawn
Merry Widows
2d half (29-1)
Canadians
Co 88, booked
Duminton

Astronomy of April 20
Oliver a Market of April 20
Oliver a

Sheidon & Fisher Joe Jackson (Seven to fill) BROMLEY Gaumont

Macagament
Macagament
CAMDEN TOWN

CAMDEN TOWN

Defined Gaument
Defined Camben

Defined Camben

Michael Camben

McDonald 2 & Malfred Thripp

Rhodes & Stephen

E Palace

Bil & Bill

Mr. B

Burry reti Philes (mindy LEWISHAM, Palace Macori Stevenders 127 Derenders 127 Derender

SHETH'RIDS BU Pavillon
A Hermans
Angela Parseiles
STRATFORD
Broadway
Apacie Bd
STMEATHAM
Asterla
Harry Fryer Bd
Arnaut Bison
Otheyo 3
TOOTING
Granada

TOOTING
Graunda
Arnaut Hros
Grilliant, Sin des
Onnya Sexifian
TOOTING
Wilbur
Wilson, Drike & H.
Stridt & Hoys
TOTTENHAM
COURT ROAD
Paramount
Rarry Free

Paramount Harry Fryer Bd Rudolph Sullon

Granada
Don Francisco
3 Miller Bros
Eileen Cusack

WALTHAMSTOW

Hotel Bill

Hatel Commodore

Tommy Dorsey Orc Edythe Wright Nomia Gallo Sandino & F Juck Leonar

Junk Leonar Books
Bobby Hayes
Ralph Torres
Theodora Brooks
Okcar Deye
Murlel Byd
Bob Berry
Hittel Exec House
Vincent Bragal re
Maxine, Tappin
Dick Stone
Hotel Ave

Maxine Tripuln
Dick Stone
Hotel
Gry Strum Ore
Hotel Gev. Clinfon
Start Jules
Hotel
H

Hatel Murray Hill (Fountain Ros)

Budel Murray Bill (Foundain Hon) Dolores Farris Ruth Kidd Frank McCor lok Ellinor Bowers Ruy Sadler Willard-Keeler Orc Santiona & Faileid-Hotel New Yurker Lennie Hnyton Orc Pepijno & Beatrice Hotel Park Central Lift Beatrice Hotel Park Central

HAMMERSMITH
Karina: Valines
Vadio & Herrz
Dune for Colless
LEGRI
ENGRO
Blue Hall
18t.INGTON
Blue Hall
1at.hall (28-28)
7 Canadians
Co as booked
2d hair (29-1)
Lewis & Lewin

Provincial

f April 26

I Markeleyne Co
Bruce & Wynne
Bruce & Wynne
Bud Martin & Pint
Midnorey Bros,
Chappele & Coll
LEEIS

LEEIS

Sign Sis
Al Bowlyne
Coupled - 1st hilf (26-28)
Equillo Bros
LAVERYOL

Sign Sis
Al Bowlyne
Coupled
-1st hilf (26-28)
Equillo Bros
LAVERYOL

Sign Sis
Al Bowlyne

Coupled
-1st hilf (26-28)
Equillo Bros

Laverrol

Laverrol

Laverrol

Canado

Lester & Graneton
Marwoode & R.

Dance Graneton
Marwoode & R.

Jume & Arnley
Chaw Arnley
Chaw Arnley

Chaw Arnley

Laverrol

Lave Week of April 26

3 Raye Gis Act Superb Renee, Rex. Ron Paddy Drew M & B Denison Stella Peters

Stella Peters
CARDIFF
Capitol
Billy Cotton Bd
EDINBURGH
Regent
4st half (26-28)
Fogel & Pinr
2d half. (22-1)
Equillo Bros.

2d half. (22-1)
Equillo Bros.
Royal
Pegleg Bates
Walter Jackson
Jack. Anthony
Carson Sis
Fisher Gis
Hilda Meacham
Dennis Bovs. & R
Jac Calvert
Neller & Clar
GLASGOW
Paramount
Teddy Joyce Bd

Cabaret Bills

NEW YORK CITY

Barney Gullant's June Elkins Luan King 3 Musical Rogues Meri & Meriam

Meri & Merlam His Gay 90's Eddle Leonar Jerry While Rudy Madison Gus Wicke Yvetie Rugel Ethei Gilbert Henry Lamarr

Cafe Ball
Chic Farmer
Eddie Lämbert
Roger Steele Ore
Jack Wallace Ore

Club Mirador Club Mirador
Jacqueline Joyce
Maryle Hatt
Buddy Wagner
Vic Hyde
Arma Br.
Joan Vick's
Pearl Revnolds
Warren & Bodee
Red McKenzie Of
Rifa Remaud
Milly Convey

Beth Raborn Helen Shaw Ruth Wayn Carol Sis 3. Ithythm Boys Callente Cabelleros Callente Cabelleros
Chutenu Moderne
Limbse Raymond
Allan Puster
Al Apollon reClub Gancha
Vacancis Orch
Josa Bluz

Vaccaro's Or Jose 190z Trini Plaza Heten Virgi Dimitri

Club Handy John Adams Al Benson Shiricy Watts Nell Stone

Club Yumuri Antonio & Carlto Sarita Herrara Roslia Orlega Don Hilberto Orc Cotton Club

Cotton Club
Ethne Waters
Gene Waters
Gene Waters
Gene Waters
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Gene Waters
Diske Ellington Ore.
Hessie Dudiey
3. Giants of Wyth'm
twie Auderson
All Andrew
Waters
Water

Joe Fesor Bu. Jane Studey Ton Charlle Louis rydon

E

Chita Lon Rancheros Adelina Duran Carlus Montoys Rosila Rios Don Alberto

Hotel Park Central Lefry, Blaine Ore Roscon, All Heren, Allers Ketty Lewis Blaine, & Barry Hotel Park Lans Junior Raphael to Rutel Penns Ivaila Benning Goodman Bd Benning & Grahm Propress Hunt Hotel Pleadille Hotel Picendilly

Folel Piccudilly
Trout Patterson
Tout- Gave
Tout- Gave
Arm & Zola
Jerry Stewart
Dave Schooler Ore
will Physa
Veloz & Yolanda
Veloz & Yolanda
Veloz & Duchin Ore
Will McCune Ore

Hotel Rdonevelt 8 Juler ationits
Guy Londy rito Ore
Savey - Plaza
arret.
Smile Peny Ore
Hulel Sheltun.

Ann Pennington

3 Racket Cheers
Ting Wolf
Johnny & George
Art Stanle Ore Joseph Zainur Ore Hotel St. George (Brooklyn)

LOS ANGELES

Bruz, Fletcher Charles, Lawrence Beverly Havalians Haviy Oyens Ore Hilmare Bawl 3 India Rogues Pete & Temple Lester & Trumbenn Dick Webster Jip Hodges Marion Baniels J Huydin Bussins Fred Scott Brideo Hilla Ore-Jiamev Grier Ore Cuife Chantagan B Grey & J Bergen

Casanova Ore Loretta Lee Rex Weber Cafe in Mare Park Ave Boys VI Brulley

Hotel St. Morits Jack Sherr Ore Grisha otel St. (Aridin Emil Coleman (F Ramon & Renita Sunny Forbes Cucanint Grove

Hotel
Geo, Hall Or
Dolly Dawn.
Johnny McKeever
Hotel Vanderbilt Curanint Grove Ruth Robi Calgary Bros Sanischi & Buck Phil Harris Oro Rif Mirador Dorothy Clare Rumsdell Girls Silm Martin Orc Famous Boor Eddle Beal Louis Pelm Hawnilan Puradise Sof rights Orc Little Club Famous Door

Oshina & Lessy
Pox & Ames
Andrews Sis
Jack Gilfredo 'moba Co.
Greenwich Wills
Casino
Alleen Coolk
Vera Dum
Enter Handall
Am Shaar
Verew's Dolls
Verew's Dolls
Clyde Brennan Ore Johnny McKeever
Hotel Vauderbilt
Eddle Lan Order
Gel Walderbilt
For State State State
Georges & Green
Eddle State
Hotel Vauderbilt
Eve Symington
Edd Mayehoff Ore
Hotel Weylla
Alex Fogarty
Charle Weylla
Alex Fogarty
Charle Weill
Alex Green
Lauxe
France Lauxe
France Lauxe
France Lauxe
Calle Davis Gre
Vente & Anlia
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Harlem Chrome
Frailmo-Hwistins Bd.
Frailmo-Hwistins Bd.
Edina Alex Holley
Edina Alex Holley
Edina Alex Holley
Edina Alex Holley
Willed Jackson
Tiay. Bunch
Lovey: Lancis
Lovey: Lanc

Pauline Bryant
Theinia Middleton
Hile
Joe Marsala Ore
Hilyw'd Restauran
Del Casino
Del Casino
Tunia & Kirsoft
L. Manning & Mitta
Kay Taylor
Tunia & Kirsoft
L. Manning & Mitta
Kay Taylor
Ted Adali:
Patricia Gil
Roman
John Mittalia
John Mitt Terry Green dona & Marina Fred Berhens Ore Le Con Ronge Horacio Zita Ore Le Mira

Le Mira
Roberta da
Roberta da
Roy Rectin
Maryon Dale
Siboney Ribumba
Voodon Dancer
Alle Welliam
Wanda Goll
The Aldaos
Harry Horion Ore
Cookle Williams Or
Leon & Eddle's
Lip Addle's
Lip Addle's
Lip Addle's

Carl Hoff Orc Florence & Alvarez 3 Internationals Albernic

ire de la company de la compan 6 Spirits of Rhythm Stuff Smith Bd

Paradise

Faradise.
Janice Anore
Faradise.
Janice Anore
Richard & Chirson
Fich & Chirson
Joe & Bettry Lee
Mary Robins
Joe & Bettry Lee
Mary Robins
John Semis
John Joe & Alvare
Johnny Russell
Johnny Russell
Johnny Russell
Johnny Russell
Johnny Russell
Johnny Russell
John Sarrell
Hill Farrell
Farr

Ruby Newman Ord Holland & Hart Eleanor Sherida Dr. Sydney Ross Evelyn Tyner Alec Templeto Eddie Lellaron

Colleen Georgia Lucky Lew King Jules Novit Oro Marion Miller Joan Hauston Jean Bradley Juck Eikins Cali Buddy Walker Phelps 2 3 Short Wayes Marlon Morgan

Eddle Leisaron | Block Chib Sonny Kendls Ore Gus Murtel Ore Ubangi Chib Ovio Alston Ore 3 Gobs Otts Brown Mae Julinson Tandelsy Bentley Gludys Bentley nthalln Maurice Shaw ire

HI-Hat Billy Snyder Elsie Gilbert Pan Con er Lettay Wenver Holef Blamarck (Walnut Room) Lorraine Barrelt Rond Hal Rond, Ital

Everett, Marshail,

Everett, Marshail,

Everett, Marshail,

Willege, Barn

Kendow Double,

Village, Barn

Knery McMalahob,

Flying, Whielos

Wille, Solir

M. Montsoniery

Iva Kitchell

Jean Klick

J piller

(Walnut Roum)
Phill LeVant Orc
George Wald
Greichen Lee
Mr Nalle Sis
Don & S. Jennings
Hert Granoft
Tod Liebiling
Terry Howard

Dolores Donar Byelya Driggett Murgicret Conrad Itone Laevin Jue Parlato

readla Int'l

readla Inc.
Happy Fellon, Ore
Alayfulr Girle (8)
Aurelia Polomo.
Paul Gordan
Chaid Gordan
Chaid Karo
John Binlir
Ann Klucade
Don Bemildo

Bellevne-Strutford (Planet Room) Meyer, Davis Oro

Carolina Nichotas 2 Buddy La Ru Al Heath Orc Pulomar Eddle Linerson

Stanies Hickman Stanies Hickman Marcellino 9 Debulanies Findson Meizger Gis Ted Flo Rio

Constant Cons Little Club
Finy Meredith
Finy Meredith
Faul Kendell
Helen Warner
Rose Valydan
Galenie & Laennudo
Dorolly Roberls
Konnil Wartner
Vield Pey
George Redman Ore
Pacific Sanset Club
Peggy Page
Bernice Lyn Phil Ohman Oro U-fiene's Frank Geliagher Nelle Becker

CHICAGO

Bull-Ball
Mar Flaher Ore
Eusjer & Hazelion
liciene Carol
Helen Park
Jerry & Tur Drake Hotel (Silver Forrest) Paul Whileman Co etel Edgewater Bench

inckhawk
Joe Sanders
Ruth & B. Ambrose
June Kay
Paul Olsen

Chez Parco Ches Parce
Winl Shaw
Cross & Dunn
Miner & Boot
dack Williams
Murlors & White
Henry Busse Orch
Don Cummings

etel Edgewater Beach
(Marine Huem)
Annon Weele,
Annon Weele,
Annon Weele,
Annon Weele,
Mennelle & Buddy,
Olin Haile
(Marine Buddy,
Marinett Smith's Gli
Action Room)
(King's Jestiva Ore
Marjorle Wiltiney,
Marinette Rev.

Hotel Morrison
(Terrace Room)
(Casalos Rarislen)
Emil Boros
Olica & George
Olica & George
Tod Jiabhing Co
3 Bredwins
Araball, ch & M Club Alabam Virginia James Buddy & Betty Bernurd & Henry Jiae Sis Art Williams Oro Club Chesterfield Patt Morkan Oro Devon Sis Rurlett Norris Sid Schaps Alice Logan Club Muy Club Alabam

3 Bredwins
Chappy
Arabel, ich & M
Buster Shayer Co,
Lou Breese Oro
Hatel Paimer Hause
(Emples Rain)

Congress Hotel (Casino) (Casino)

Bob Crosby Orch,
Chick Endor
Chas Farrell
Kay Weber
Hulliday & Clark
Howard Brooks
The Crusadera

Gay 90'e

III-Hut

Henry King Ore Maria & Florio Russell Swan Joaquin Gira 4 Aristocrats Abbott Dancers 3 Variety Boys Mildred Rock 4 McNally Sis Buddy & Selma 4 Rhythm Girls Lou Sales Orc Cub Minuet
Lou Sales Orc
Club Minuet
Alvina: Morton
Dorothy Wall
Dorothy Wall
Derothy Wall
June St. Vonne
Billie Roberts
Jerry Gildden Orc
Colosimos
Don Enrico
Bob Tinsley
June St. Clair
Stroud 2
June St. Clair
Stroud 3
Bobby Danders
B & F Gilbert
Coulges Motel otel Sherman (College Inn)

(College Inn)
Gerbude Hoffman
Cal' Varsity 8
Garcia & Perrot
Souny, & Sonny
6 Lindy Hoppers
Ed Ricknyd
Red Nicholas Oro
Hotel Stevens
(Continents) Room)

(Coullnessal Room)
Jimmle Joy Orc.
Jil Ta Ming Orc.
Jil Ta Ming Orc.
Jil Ta Ming Orc.
Roomeld & Roberlia
Roberlia
Roberlia
Baguires
Baguires
Farody Club
Phil Kaye
Molly Manors
Chatlyne Baker
Millie Travis
Freddy Janis Ore
Royale Frolles

Dolly Kay
Dawn & Darrow
Burnett & Walt
Francis Wills
Jack Hilliard
Henri Lishon Ore
Chas Engels Ore

Chas Engels Or 606 Club Billy Carr Nors Ford Book Burn Ells Reed Ford & Barnes

Pord & Derness
Three Dencess
Sam Beers
Cleo Brown
Rey Shirling
Gladys Palm
Slim Green
Vis. Lugo
Jackie Hemlin
Dick Hughes
Sally, Keith
Wallaco & Latlain
Stan Carler
Incht Clin
Frances Faye

neht Chh Frances Faye Svelyn Pal Frank Hall Robinson Club Ed Farmica Bill Loc alu Bob Beibry Burnes Vignall Belva While

PHILADELPHIA

Arrow Cafe
Eddle Zlegler: Ore-lack Boker
Prosettl Sis.
Dottic Winters
Dove Browers
Dick Haddon
Sam King

Ben Frauklin Hafel (Georgian Room) Hoe Jaffe Oro

Benny (h.
Leo. Zolla
Jacokie Green
Beth, Brown
Beth, Chrillia
British Cornen
British Corne

Dottle Moore Boddy Pisher Marge Walker Fla Bole At Wilson Billy Thornton Ord

Chez Michael Joe Fullian Ore Walt Gallagher John Grady Continental Room
Percy Stater
Percy Stater
Raddy Twin
Hoss 7
Jack Adcock Ore
Embassy Cub
Glorta Manisler
Ganule Lee
Hilly Alupte
Luda King
Lift Hall
Experience Cashur
Experience Cashur
Experience Cashur
Experience Cashur

Mickey Violin 2 Buddy Roberts Mickey Frantlant 1214 Sprince Deagville Boys Helli Miller Minde Sunnders Lillian Jindell Porth, Porthy Ellinor Shaw Jininy, Hinké 20th Contary Toy Jimny Make 20th Century Tavern Burney Zergain Oro Jean Tanner Ted Tike C Geraldhie, Stunley Bash Jean Tanner

Evergreen Cashi Hearry Glyn. Val. Dion Dorothy Bindr Vincent Norman Paul Rich Kny Humillon. Gruce. Manners. Frank Patambe 4 Biossoms

Donald, Then
Sining & Sinin
Sining & Sinin
Sining & Sinin
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Partell, Cafe
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dack Me
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Local Shellfeld
Joe Doyle,
Jinny, Paul
Tony Curmentla.
Collect Andlery
Butter, Maltiskeller
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Harold Knight Ore
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He Prances Currell Ryan Sis... June De Voe Cleo Valentine Viota Ruiks Ore Frank Foull

Frank Foul Stamp's Cate Vic Eurison Jacqueline Hermu Leelle Sis Jack Hutchinsa Buie In Tour Venice Grill

Jarry Agha
Lamba Taweri
Joe Landy Ore
Little Hathweller
Jack Griffin Ore
Hardy Bac Griffin
Manda Shaw
Dolores Marwill
Dolores Marwill
Dolores Marwill
Dolores Marwill
Mando O'Mulley
Natione Chib
Addine Chib
Addine Chib
Addine Chib
Mando D'Mulley
Natione Chib
Jadine Chib Veuice Grill

Wenter Grill

Minn & Hote

Jon Relliy

Mary Barton Or

Viking Cute

Leonard Cooke

Treyer & Mielu

Pergy Shielu

Pergy Shielu

Pergy Shielu

Pergy Shielu

Pergy Grill

Wiking Al

Yenn Fay Or

Waiton Ro

Adrienne Audy

Freeman Sile

Bottle Kinley

Azilina Grant

Clurk, Vernn Or

Webrg's Hof Mre

(Lindenwold, N. J.)
Phyllis Sterling
Joe Rance
Warren Sis
Dines & Anico
Einerald Sis (3)
Bob Warren

Weber's Hof Brau (Camdan)

Nitery Placements

Bob Warren
Ritz-Cartton
(Crystill Roun)
Van Levis Ore
34 Cluh
Gene Osborne
George Uliver
Johnny Mangui
Fed Hendyek
Billy Hery
Mary Hubbard
Bluy Hubbard
Doce Hogger
Nicky Gallucci
Rity Gallucci
River Lage In

Nicky Gallucel
Silver Lake Iu
(Clementon)
Journet & Severin
Xundra
Don Hoolen

Kirby and De Cage, cancers; Stroud Twins, Una Cooper, singer; Sally Gay, Lookout House, Cinci nati.
Marty May, singing comie; Miaco, magico; Dolores and Andre, comic dancers; Ginger Manners, singer; Manners, Gleveland, Cleveland, Singer; Manners, Manners, Singer; Manners, Manners, Singer; Manners, Manners, Singer; Manners, Sandino and Renital dancers; St. Regis hotel, N. Y. Sandino and Fairchild, Commodore hotel, N. Y. Three Gobs, dancers, m.c.; Ubangi Club, N. Y. Three Gobs, dancers, Manners, Manners,

Alice Wellman, singer, Le Mira N. Y.
Lüün King, singer, s Gallants, N. Y.
Flori Campbell's Royalists and Flori Campbell's Royalists and Flori Campbell's Royalists and Flori Campbell's Royalists and State Commodore hotel, N. Y.
Carlos Gongora, imitator, and Guarcetias, Mex dance group, into El Chieo, N. Y., May J.
Ramon and Renita, Iridium Room, St. Regis hotel, N. Y.
Chessen Twins into the new fadda, Detroit, for two weeks, options.

options. Jean to Oasis,

After two months 'tween hospital sheets, Armand Humburg expects to return to the engineering slaff at KFRC. Sa. Francisco, before the end

MUSIC HALL, N. Y.

MUSIC HALL, N. 1.

There was no need this week at the Radio City Music Hall to go afield to book a lot of talent for the stage, look a lot of talent for the stage, inasmuch as 'Siar Is Born' (UA) will in itself take care of things, but mostly out of the stock troupes and performers here Leon Leonidoff has fashioned a palatable revue in three scenes.

Stage presentation is billed 'La Vie Parissenne'. It runs only 28 minutes, which proves entirely enough in view of the length of the feature, but it also entirely suffices as in-person diversi

it also entirely suffices as in-person diversi
Setting is Paris, opening scene beng On the Boulevard. In this number Dorothy Miller, beside a lampost and her flowers, introduces the action vocally to bring on the Music Paris of the Committee of the flower of the Music Paris of the Committee of the flower of the Music Paris of the Committee of the Music Paris of the Paris of the Music Paris of the Music Paris of the Music Paris

portion of the staging uni
Raphael, concertina player, who
proves no more than a casual novelty, and the swank dance team of
Georges and Jalna, are spotted in
a Montmarte cafe scene midships.
Georges-Jalna twain which has come
up rapidly through the night clubs
and during the past winter in Miami,
stands out in the show in their two
uniquely-styled ballroom numbers.

This team plus the ostrich-fan

uniquely-styled ballroom numbers. This 'team plus the ostrich-fan dance routine by the ballet and Rockettes in the finale, five the current stage portion its two spectful punches. In the finale, a total of 70 girls are utilized and the number becomes one of the best ever done here. In black-and-silver costumes, against a red-and-white set of rich-for highly effective results in forming groupings and designs. Viola Philo, standard soprano here, appears ahead of this finale in a coloratura solo, ably rendered.

Business Sunday evening at the

Business Sunday evening at the first show very big. Char.

LOEW'S, MONTREAL

LOEW'S, MONTREAL

Montreal, April 25.

Sally Rand is the big attraction at this house, but not the big act, which is easily taken by William and Joe Mandell, acros and clown turn that captured calls and encore. Full house opening night (Friday) and big week-end biz more of a tribute to expectations than realization.

Blue spotlights on stage protect Miss Rand to some extent in a fan dance that goes over on mudity appeal in this town. The fans get an earlier of the condition of

was liked and her imitation of Garbo gets an encore.

The Mandells, tumblers and comics, in the fourth spot accompanied by a fock of girls dressed a jungle dancers. Mandells so into a lake strong man encore the stuff and were the strong act of the night. Then Sally Rand for the closing act. She gives the fans everything they had been looking for in fan and bubble dances. Man in Fettle 2000.

'Man in Exile' (WB) and 'Too any Wives' (Col) on screen

FOX, PHILLY

Philadelphia, April 23.
Dropping name-bands for a week, stage show at Fox turns its attention to the digroup—Phility own and the appearance before leaving for performances at Paris Expo and tour of European capitals.

Ads mention this as final showing of troupe in this country, but this wasn't plugged strongly enough. No mention of it made in presenting number, either. Pushing the point harder might have been good for additional biz, because many operagors, who don't regularly hit Fox, could possibly have been attracted for a final occupied to the properties of the time to burlesque with the did to the time to burlesque with the did to the time to burlesque with the relowning. She's not unlike Martia Raye without the large-mouthed vocalizing. Act went own many recent Fridays with much less highly touted pics. Possibly Phility and feared 'ballet' meant lacy vells and heavy-calved gals, not especially intriguing bait for usual film house patrons. However, Littlefielders, well-trained and with fine choreography, left the vells in the trunk

and trotted out a few gals who were okay lookers as well as dancers.

okay lookers as well as dancers.

Number presented is titled 'Barn Dance'. It is perfect for film house and and goes over well. Shows good sense on part of management and Miss Littledeld. Very simple, there was no trouble following its description and story is colorfully costumed, fairly humorous, and well-presented.

tumed, fairly humorous, and wellpresented.

Opening the bill is Duval & Comagi. Trickster does abbreviated
turn, confining himself entirely to
producing silk handkerchiefs and
scarfs, sticking them in tubes and
changing their colors. It's all familiar
stuff, although Duval is a fairly
clever manipulator and puts them
over well. Act spotted in number
two position. Helen Charleston
much better received. Miss Charleston, formerly of Vanities, is exceedingly cute. And she has an almost,
original idea. She mimics the mimics
on the Bowes amateur prog. Also
imitates some of Bowes amateurs
themselves. Best is sympathy act of
poor working gal from Paterson
N. J. Act seems rather abbreviated,
several minuites more.

several minutes more.

Show padded out with two news-reels, both Movietone. Wouldn't have been so bad if both reels weren't all baseball. And inasmuch as every baseball shot seems to be exactly like every other, whether it's the opening day in Washington or Philadelphia, stuff got highly boring.

TOWER, K. C.

Kansas City, April 23.

House is currently biting into a nice piece of coin with Wake Up and Live (20th) and a variety bill that has a couple of worthwhile moments.

mis nas a coupie of worthwhile moments.

Missing from flesh section this week is Lester Harding, baritone, off a week in favor of Peter Higgins, thenor, who headlines. Higgins, who hasn't been heard locally for some time, peddles his tunes knee deep in personality and is sock. He shifts out of mike range for one tune and it's restful to the ears.

Jay and Lucille are liked in their ballroom turn which is neatest burlesque dance act to be seen here in a long time. They offer no new twists, but deliver a sales package neatly tied.

Cevene Trio, two men and a see

neatly tied.

Cevene Trio, two men and a gal, have a wire turn. They are pretty intent on getting the lob done and overlook showmanship values. Men are apt enough.

Francis Abella and his parrot, John Tlo add a fine novelty bit to the bill. The bird sounds off with a number of imitations going from animals to birds to Durante.

The line (12) conert he bill with

The line (12) opens the bill with a baseball specialty and is seen again when it brings on Higgins to close. Latter appearance has gals in varied costumes in walk-around

Ted Cook, m.c., besides intro-ing acts pipes an interulde in one of Higgins' numbers. Judy Conrad's ork is sufficient throughout.

EARLE, PHILLY

iladelphia, April 25.
Earle has an 'ace' stage show this week, rating with the best offered in some time and well received by a fairish first-show audience. In fact reception certainly indicated biz should pick up this week, sports events Friday and Saturday tending to hold down all film theatre trade. Film is "When's Your. Birthday?" (RIKO).

Official headliner is the Roger Pryor 'Swinging Syncopators' band, although Stepin Fetchit, as special added feature, gets virtually equal billing.

added feature, gets virtually equal billing.

Pryor's bunch may not have the following around here that the sev-eral orks this house has been featur-ing this Spring, but it shows plenty or class. Band is miscally sound or class. Band is miscally sound features novelty whenever pos-sibilities that the sound of the con-traction of the control of the con-trol of the con

ter of 'swing.'
Audience goes in a big way for California Varsity Eight. Coast octet not seen here before, male singers all togged out in those hussar uniforms so dear to the Shuberts. Most of numbers, too, are from the oper-etts.

ROXY, N. Y.

The way they were piling in all through opening day (Friday) and the stand-ups and hold-outs on the night shows of the initial lap augurs record boxoffice biz for the Roxy, Wake Up and Live (20th), with Winchell, Bernie, et al., of course, is the lodestone.

Wake Up and Live (20th), with Winchell, Bernie, et al., of course, is the lodestone.

Supporting stage show, however, is equally expert. John Steel and the. Three Sailors are the major rostrum entries. The former Ziegfeld Follies star with his Cavalcade of the old New Amsterdam and Music Box Revue songs is the highlight, but equally effective and balancing the control of the con

Besides Steel and the Sailors, Ruth Miles and Eddie Kover in a characteristic adagio, against the jungle rhythm opening terp formation click. The tom-tom atmosphere and the Afro-voudoo routines make for a stand-out production interlude. The Jay Dennis Chris are the lookers to typ Melody them act of the standard of th

PALACE, CHI

Chicago, April 24.
Last week four acts on the bill:
this week, seven. Last week not
enough entertainment on the stage.
This week, it runs too long:

Bill was late in being organized so that real opportunity for exploitation of a seven-act show was not possible.

possible.

Opens well with the Three Flames in good skating routine. Have dressed themselves and meir interest of the status, and over nicely. The status, and over nicely, for and Jane McKenna first click when they get into the burlesque adagio which is excellent vaude. Opening crossfire and knockabout remains uninspired.

Whet's howeved to Irane Baseley?

remains uninspired.

What's happened to Irene Beasley? She was off her voice when caucht and couldn't get going. Former ether few around here let the proceedings down badly.

Beast came back to town and going the state of good solid entertaining minutes with his clowning. It's strictly Beast and that makes this act go over. With material plus Beaser, it would be a real standout.

Ann Pritchard is a swell deneated.

real standout.

Ann Pritchard is a swell dancer and so is her partner, Jack Lord, but Miss Pritchard needs a wardrobe. Have a neat ballroom routine, however, with Miss Pritchard particularly effective in a slightly humorous style of working.

style of working.

Eddie Garr, next-to-closing, came through with the standout session on the show. Sticking almost excusing to impersonations of other-stage to impersonations of other-stage to the stage of the st

showmanship garners one of the best hands of the dret half. Sonia, Gansser and Marco, woman and two men comedy dancers, fol-low with a slapstick routine. The act is jerky, and too much time is taken recovering from bumps and falls.

falls.

Georges Bastia, speed caricaturist, keeps a good line of chatter going while he draws in charcoal. Each picture resembles an animal, and with a few finishing touches becomes a celebrity. He caught best with his caricatures of Premier Blum and Laurel and Hardy.

Blum and Laurel and Hardy.

Henry Garat, French film actor, has one of the biggest build-ups for a chesta subject of the biggest build-ups for a chesta subject of the blue for subject of eight girls open act with a slow waltz number. Garat's singing is of a kind well liked by the French-Voice is not as strong as it might be, but he is called back for more. Girls come on again at wind-up, and Garat does a little strutting with them while singing.
Chrysis de Lagrange, aerial acro-

Chrysis de Lagrange, aerial acro-bat, is a good performer. She dis-plays plenty of strength with poses on a swinging pole to glean good returns.

on a swinging pole to glean good returns.

Mystics of the Isola Bros, still have an attraction which draws a good hand, even though the act has pood hand, even though the act has poperators of the Mogdor, rothers are two of the oldest performers on the Paris music hall stage.

Austel and Arthur, acrobats, follow with a good variety of strong man stuff. Smaller member of duo, and the study of the strong man stuff. Smaller member of duo, and the study of the strong man stuff. Smaller member of duo, and the study of the strong man stuff. Smaller member of duo, the strong man stuff. Smaller member of duo trouble lifting him. Routine not rouble lifting him. Routine not never unusual, but a few extra touches on the ordinary hand-balancing helped them pull well.

Ballet Goovsky, eight girls and the applause is passed trough when the applause is passed trough when the troupe, and included Russian, Spanish, Gay 90's, toe, sailor and waltz offerings.

Pierre Dac, French comic, follows His repertors ettil georgiet of the sail was a strong of the course of the sail of t

offerings.
Pietre Dac, French comic, fol-lows. His repertoire still consists of the usual gags and songs centered on politics and world events.

on politics and world events.

Christians dog act takes the wi up spot, Small white canine per-formers well trained with their lad-der climbing and dances helped them win hand. Serge Glykson in the pit.

MICHIGAN, DET.

Detroit, April 23.

Under the tag On the Levee, Howard Pierce currently has knitted six acts, plus 16-gal line, into 50 minutes of snappy entertainment. Revue has benefit of good musical scores, nice settings and plenty of flashy costuming. Lacks names but more than makes up for this paucity.

more than makes up for this paucity
As title suggests, show is located
along the of Mississipp with big
back-wheeted river boat forming the
principal background. River shanty,
plus a painted view of the river,
completes the setting. Water tank
placed under boat's wheel to lend
effect as boat moves part way off
stage at end.

Acts include the Seven Jubiles Singers, sepia harmony warblers, and Conway and Parks, Negro hoof-

and conway and Parks, Negro hoofers.

Lester Cole Singers, top billed, and the 16 Roxyettes (dubbed Southern Belles) thread six acts together nicely. Nine-man song ensemble are on several times, garbed as southerners, to provide necessary background with chorus gals. Line to the college of the college of

stage personalities in this triparound, Garr is showman enough to
make it a Garr act rather than an
other mimic routine. Had to speech
away after scoring solidly. In the
closing the Five Jansleys gave 'em:
whirtwind risley act that rates tops
for finess and acrobates.

Picture. When Love Is
Young
(1). Business not so healthy last
show Priday.

FEMPIRE, PARIS

Paris, April 16.

Still not the number one show
that was promised when the house
reopened, but this offering is a littitle better than the first program
presented under the direction of
Marx. Henry Garat tops this one
with a general line-up of French
stars for support, most of whom
have been seen elsewhere in Paris
too recently.

The program due
to the illness of French singer. Mile
Bordas, put the Deux Weeken.
actobats, in as the opener.

Charenton's puppet show follows
with a line-up of marionettes that
centered on a circus. Antics display a good sense of comedy and
make the act liked.

Rolly Rolls, comic pianist, draws
law it all the way. His deft playin;
with various parts of his body and

STATE, N. Y.

STATE, N. Y.

With the feature film, 'Maytime' (Metro), running two hours and 15 minutes' the stage show has been held down. As it is, the final showing of the picture has the house open until 245 am, unusual for the State. Business fairly good, but not ceptional for this spot.

Cab Calloway and his band is the stage section of the show, colored swingster hid-eholing for 35 minutes in all. He has a 'tramp band,' lads who use makeshift instruments to make the stage of the stage section of the stage section of the show, colored who use makeshift instruments to in the present set to get specialists in the present set to get a specialist of the present set to get a specialist of the present set to get a specialist in the present set to get a specialist of the present set to get a specialist of the present set to get a specialist in the present set of get a specialist in the stage section of the show and set of get a specialist in the show and set of get a specialist in the show and set of get a specialist in the show and set of get a specialist in the show and set of get a specialist in the show and set of get a specialist in the show and set of get a specialist in the show and set of get a specialist in the show and set of get a specialist in the show

featured, with Benny Payne, the pianist, singing the chorus the mike.

'Pecki' is a rather new number. Tune is in the present Cotton Club revue and the conductor claims it is the successor to the 'Susie Q'. He sings the lyric, too. Another number is introduced, with apologies to the sings the lyric, too. Another number is introduced, with apologies to the sings the lyric, too. Another number is introduced, with apologies to the sings the lyric, too. Another number is introduced, with apologies to be sings then can be seen as good as some of the cour further is lift the humor in the act, which is the reason for the tramp band. It is well cued in, when the regulars pull a sit-down strike and exit. There are no lines to bring them on agai, the boys just strolling, in and getting set to taper off the final number of the other 'band.'

other band. Act concludes with Three Swings and Out, lively enough and it brings on the balance of the company for the curtain. Calloway is a good showman; in fact, that is a factor that has made him a figure on Broadway.

STANLEY, PITT.

What a whale of a difference just a year whale of a difference just in the state of a difference just a year makes. Back in 1936 at this times, the state of a difference just a year makes. Back in 1936 at this interest the state of the sta

KEITH'S, BOSTON

St. Moritz Follies' unit, combined with the good supporting vaude makes a satisfactory offering for the eustomers in the final week of this geason's vaude here.

with the good supporting vaude makes a satisfactory offering for the case was assistated of the grant of the

Harbara Belmore, one of the most experienced fanners in show biz, satisfies with her eye-filling routine seen around here many times in niteries. Opening day Miss Belmore apparently had not quite adapted her turn to the relative broad expense of this stage.

Breezing Home' (U) on the screen. Fox.

Wintergarten, Berlin

the two bikers is a bar which supports a third cyclist with the femme person and the support of the support of

HIPP, BALTIMORE

Baltimore, April, 23.

Rather punchess doings on Hipp stage this week, with Jan Garber and his orchestra putting over a 48-minute session of bandology intersperse with specialties by members and the session of bandology intersperse with specialties by members and Jack and Jane Blair Garber and four rhythm, including two pinans. Opens mildly with 'Moonlight and Shadows' with vocal by Russel Brown, one of three singers carried with cutifit. 'Boo Hoo' next with outfit. 'Boo Hoo' next with rutifit.' Boo Hoo' next with rutifit.' Boo Hoo' next with four the singer here, but Roberta Sherwood band's femme vocalist, comes laking of line, one word trumpeters, taking films, one word trumpeters, taking films, one word in the sense of th

Wintergarten, Berlin

Wintergarten, Berlin

Berlin, April 12.

Although theatres in general arm of feeling that upward curve which usually follows Lent. Wintergarten shakes, but it its will is no great on a big ball ascending and returning on an inclining three sided right angled gangway. Done in a big spot is when two of the monks soot will remed the effective if not so slow. It men clay the spot is when two of the monks soot in the air exchanging trapezes.

William Blacker is a good minic who in his opening number affects a farold Lloyd pan and with its pather. Emple, does an eccentric who in his opening number affects as farold Lloyd pan and with its pather. Emple, does an eccentric who in his opening number affects a farold Lloyd pan and with its pather. Emple, does an eccentric who in his opening number affects as farold Lloyd pan and with its pather. Emple, does an eccentric who in his opening number affects as farold Lloyd pan and with its pather. Emple, does an eccentric who in his opening number affects as farold Lloyd pan and with its pather. Emple, does an eccentric who in his opening as one in 1990. Nicolo Lupo, quick change ritist, does a sketch in which he pops in and out of three exits in diverse makeups of five different claracters. If speed means anything, of the proper in the pops in and out of three exits in diverse makeups of five different claracters. If speed means anything, or with none foot and the spilit-should the mail and got a big hand. The minutes of hokus pokus and ticks are offered by Clemens Belling and the latter catch place and the latter catch

ORIENTAL, CHI

ORIENTAL, CHI

Chicago, April 23.
Crack show this week with a nudie, and good acts to furnish the entertainment afterwards. Some improvement; however, could have been made in layout of acts, and Johnny Perkins could have been given a lot more to do.
Perkins, who has been considered bo. for Oriental since the Paul Ash rame makes two appearances, both time to introduce acts. Does one Reynolds and White, tramp musicians, spotted last, do everything but tie things up with their hoke comedy, cap-shooting instruments, and bursting flares; and when one of tramps reveals she's a woman, things start all over again. These two know how to play violins, and know their comedy.

Marion ellet and English Brcs, Val Statz, and Esther Tarler te for second honors, latter being the winthour, and a girl word is a major offer in way of sativical impersonations. Routine here bictures Winchell as mc. introducing Edna Mae Oliver, LaSU Pitts. Ned Sparks, Katharine Hepburn and Lionel Barrymore.
Opening is taken by Marion Bellet and English Bros., a knockout dancing act. The two boys and the heavy sirl set a very dast pace right from the start, and finish with all three doing steps which are seemingly important of the property of the part of the part

the usual juggler doing the same tricks.

As for this week's nudie, one of which now seems necessary to keep house in the black, no matter whether good or had, she's Frizie Wick, recently acquitted of givi an alleged indecent performance at an artists affair. House has surrounded her with nice build-un, using special magazine drop and, house line dressed and masked a la Esquire's 3000.

Jo-Jo.
Picture is 'Fifty Roads' (20th), and business good at early evening show Friday.

Loop.

CAPITOL, WASH.

CAPITOL, WASH.

Variety is what the trade calls it and variety is what the trade calls it and variety is what the trade calls it was the trade of trade of the trade of trade of the trade

lack of explanation as to what it is all about leaves pop audience to site and the stim without know-prevents star from hitting full strides and, to the mob, it's Frank Kent, as the reformed convict who comes to give most convincing performance gives most convincing performance of the strick of

notables sailing from New York for Coronation. Includes inane interview with former Ambassador Gerard that's new low in scripting. Another Metro clip about the lowdown on Murray Korman models is loaded with hoke but rates a laugh. Also a snicker (if via routine formula) in Metro's bit on Jegal beer in Kansas, an old-maidish dame getting of tut-tut stuff about evils of drink.

Socko clips include Par's baschall stamp availing for the good stamp availing for the good stamp availing for the good stamp availing for the golden Gate bridge, stirring action in Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal bit on strike violence in Philly, another okay Universal clips in the philly of the philly

Going Pinces, travelog of Brice canding the state of the (FAY', PHILLY)

Philadelphi, April 23.

Initial touring unit of 'Hollywood Reveis of 1937' preemed at Pay's here. Produced by Joe Moss, crew billed as coming direct from Hollywood restaurant. Some of it has a lot of it hasn't, come direct from the Broadway nite spot. Usual coarted fare naturally had to be considerably primed with additional material to make it suitable stuff for vaude stage. 'Boots' McKenna dld boarding.

ing.

Signature of the control of th

New Acts

LENNIE

tra (16)

With Paul Barry

With Paul

Rote New Yorker, Y.

Rote

SIX DEBONAIRS

SIX DEBONAIRS
Dancing
S. Mins.
Hollywood Rest, N.
The Six Debonairs, hailing from
San Francisco, comprise one of the
smartest acts of its kind to be seen.
The six men, in tails and making a
fine appearance, are tap dancers with
a lot, of rhythm and fine timing, plus
unquestionable technique and style.
Opening with a parody on Funicule, Funicula, Italian folk sons,
try go into their hoofing routines,
they go into the routine of the control o

Eternal Road' Mapping Long Tour At Lower Operating Cost, If and When

Next season tour for 'The Eternal Road,' now being tentatively booked, calls for mi imum of. 25 weeks and covering coast to coast. Some likelihood of opening on the Coast in August and working eastward. Date in Hollywood Bowl is also in prospect: Spectacle, in its 17th week at the Manhattan opera house, N. Y., is skedded to close May 15.

Chitarapize for full will

skedded to close May 15.

Guarantee for full will
be required i advance every
stand before entire tour is okayed,
according to Meyer W. Weisgal, coproducer. (with Crosby Gaige).
Operating cost on the road will run
about \$17,000 or \$19,000 a week, including transportation, he estimates.
Hopes to gross up to \$40,000 a week
during the tour. Operating cost in
N. X. has gradually been whittled
down from \$29,000 a week to trifle
inder \$20,000 out \$17,000 or \$18,000 a week, inding transportation, he estimates, set to gross up to \$40,000 a week ing the tour. Operating cost in Y. has, gradually been whittled in from \$29,000 a week to trifle ler \$20,000.

down from 200 a weisgal, 'Road' has excellent chance ultimately to get back \$500,000 nut and even show a profit. Tour, if it clicks as 'hoped, will just about yank production out of the red. Film rights, if and when, would bring a profit. Or so declares Weisgal, who claim to have \$100,000 of his own coin in the kitty.

In 'addition to other plans for Eternal Road,' producers are toying with idea of showing it at New York's World Fair in 1939 and at the San Francisco exposition, same.

with idea of showing it at New York's World Fair in 1993 and at the San Francisco exposition same year. But concedes both those brain kiddies to be very much in the finebulous stage. Lord Melchett, English industrial leader, who originally wanted 'Eternal Road' premiere for Chondon, is reported due May 12 in New York from South America. Figure second production of spectacle may be done in England next figure second production of spectacle may be done in England next figure second production of spectacle may be done in England next figure. Meanwhile, Norman Bel-Geddes is working on plans for the road production. Figured it will be almost las large as that now in the Manhattan Opera House. Plans to use most of the ori inal set, in fact, only getting lighter, more mobile section for the heavy, permanent portion. Hope foo take virtually entire original cast on tour.

Contract Scottish Rite, a Masonic order, for the Manhattan Opera House, contains no provision for restoring the auditorium to its ori inal state, according to Weisgal. He claims necessary alterations would cost 'only' a few thousand dollars, amount being more than offset by equipment and repairs put in when house was prepared for 'Eternal Road.

ABBOTT-WB COMBO STILL IN EXISTENCE

Report is that Warners-George Abbott legit producing arrangement is washing up. Picture end is not in on 'Room Service,' which Abbott 's readying, but the connection, is more or less permanent since they are both interested in the Biltmore. N. Y., purchased last winter. Operating corporation is called Warott, a combination of the two names. When Hollywood declared itself off backing legit in protest to the new authors' contract, it was indicated that Warners had a prior contract with Abbott covering a term of years. They had previously collabed in the presentation of 'Boy Meets Girl' and this season their winner is 'Brother Rat.' Warners will hardly co-produce with Abbott further unless its agreement, with the combo will operate the theatre spartners.

Biltmore purchase giving Warners a legit spot was made after the gentlement's agreement, not to back legiters, strengthening the idea of a term deal between the film people and the legit author-manager. Other than 'Rat,' the Warners-Abbott combo put on 'Sweet River' in an effort to put across the Hollywood, N. Y., theatre renamed the 'Sist St. Venture flopped out in the red for about 35,000. It was a version of 'Unice Tom's Cabin,' which was in Abbott's system for several years.

Tom's Cabin, which was in Abbouts system for several years.
First connection between Warners and Abbott was when he staged Three Men on a Horse, which Alex Yokel produced with the picture firm's backing.

June Walker Improves: Amoutation Unnecessary

Condition of June Walker Condition of June Walker, mantown hospital, Philadelphi with blood poisoning of the left leg, is improving steadily, according to her physician, Dr. Dana Weeder. Danger of amputation is now thought definitely past. Actress may be confined to hospital at least two more months, however, the doctor said.

months, however, the doctor said, Miss Walker cut her leg several weeks ago while in Florida and was motoring to New York to beginearsals in Penny Wise' when infection set in. Operation and blood transfusion were performed, Penny Wise' opened at the Morosco, N. X., last week, it Linda Watkins playing the part.

Equity Instructs Members Voting On Referendum

Ballots on the referendum to Equity's constitution which would require a secret vote on all matters introduced at meetings, were mailed out Tuesday (27). Accompanying the ballots was a legal opi ion to the effect that the amendment might make it mandaiory for even a motion to adjourn to be decided by a secret vote;

cided by a secret vote:

Paul N. Turner, Equity's counsel,
wrote the opinion after he secured
a confirmation of his views from two
outside attorneys. One verified the
opi ion, but added that the courts
may place a more liberal interpretation on the purposes of the amendment, but such result could not be
definitely indicated.

The referendum

definitely indicated.

The referendum, will be by the secret vote method, as will be the coming election. Council agreed on that after being opposed to the idea. That was a concession won by the opposition and the administration's stand on the issue is that the council should decide when a secret vote shall be held, rather than make such balloting mandatory. Turner's opinion is based on the

than make such balloting mandatory. Turner's opinion is based on the phrasing of the proposed constitu-tional change which reads that a member may cast one vote 'on any question to be determined by ref-erendum or voted on at any meet-ing.' Further phrasing to that point reads 'all voting shall be by secret ballot, written or printed.'

Rules For Voting

Rules For Voting

Rules are set forth as to how the voting shall be conducted. Ballots are to be enclosed in a sealed wrapper or envelope upon which the member shall sign his name and address. Tellers will check the signatures with the files to verify the voter's standing as a senior paid-up member, also whether the member shall have voted more than once. There are some instances where members change their vote and send in a second ballot. In such instances the first vote received would be counted and any others disregarded. After the names are checked, the

counted and any others disregarded. After the names are checked, the signed envelope shall be placed in a separate receptacle and saved for at least 30 days, to possibly be rechecked in the event of a protest. There was an amendment which made the secret voting more involved and sought to have all ballots sent to a post office box. It was decided to drop that petition. Voting on the referendum closes June 15.

'Tovarich' Road Cos. Planned by Miller

ilbert Miller is understood tenta ilbert Miller is understood tenta-tively casting two additional com-panies of "Tovarich," to begin touring in August. Earlier idea was to send Broadway company, ith John Hal-liday and Marta Abba, out to key cities next fall.

Broadway company, in its 29th week at the Plymouth, N. Y., where it's figured cinch to run rough the

A second production is at the Bilt-more, Los Angeles, with Eugenic Leontovich, Osgood Perkins and Bela Lugosi in leads, under Homer Cur-

WPA Whodunit

'Murder in the WPA' whodunit novel by Alexander Williams, to be released for publication May 1 by McBride, contains number of characters
easily recognizable in the WPA
setup in N. Y., including Federal Theatre. While story is
rather innocuous treatment of
WPA and its personnel, original manuscript is understood to
have contained plenty of dynamite, but the author, former coordinator of publicity for the
four arts (theatre, music, art,
writing) projects and concentrating chiefly on Federal Theashowed first draft extensively around Broadway,
visions followed. Early report
was that 'Murder in the WPA',
was to be sensational.

Only particularly, provocative
passage in book reads, in part:
The WPA in the district was a
kind of colossal beer garden,
wherei roamed all the prize
nuts of the political and social
science world. Every lame
duck who couldn't get a job
anywhere else had been appointed to some high-sounding
executive post. Official figures
show that only 2% of WPA appropriations was spent for administration, and there is no
reason to doubt those figures.
But...that 2% was so active it
multiplied itself a thousandfold. Every kind of ism, cult,
creed and fancy was incorporated in a WPA project.'

L.A. Court Order Hobbles 'Thumbs' **Opener in Boston**

Los Angelés, April 27 Los Angeles, April 27.
Order restraining George, Rosener,
J. Kiern Brennan, George-Grandee
and Herbert Barnum Seeley from
producing Thumbs West, legit, slated
for rehearsal in N. Y. last week, was for rehearsal in N. Y. last week, was issued here by Superlor Court Judge Emmett Wilson. Complainant is Frank Curasco, who alleged that defendants had contracted with him to produce the play on Feb. 19 of this year after it had previously been tried out at the Hollytown here.

year after it had previously been tried out at the Hollytown here. Contract entered into have called for \$600 advance royalty, in addition to which producers were robligated to comply with mi imum basic agreement of the managers' contact with the Dramatists Guild of the Authors League of America. Defense content in through Atty, Harry Sokolov, is that the \$600 has not been paid, nor had the provisions of the Guild been complied with, nor had contract been signed by the plaintiff up to March 4, last. At that time Rosener is said to have notified Curasco's attorney that contract had been cancelled, due to plaintiff's failure to sign the papers. Defendants then signed with Seeley to produce the play in Boston and New York.

Jurist held that Rosener, rennan and Grandee were not in contempt, and indicated that should Curasco fail to pay the \$600 and comply with contract provisions, he would vacate the order in 90 days.

Guild Expects Hepburn To Act 'Eyre' on B'way

Theatre Guild expressed confidence that Katharine Hepburn will appear on Broadway next season in the much-discussed Jane Eyre, regardless of indications. Guild claims that through Miss Hepburn's inability to fix a date for the Broadway stage run, a theatre booking was cancelled. Plans are for a limited engagement in New York. Stated that no replacement for Miss Hepburn has been contemplated and that early this summer the star's picture commitments will be definitely set and a date for her stage appearance made.

made. In event that Eyre' is not shelved the Guild will have an over-loaded production schedule next season. Its agreement with subscribers guarantees six productions annually. Because Eyre' did not come to Broadway, only five were seen by subscribers and it was added onto next season's list, which calls for seven attractions.

Dry Dock Bank Still Has Hopes For That 42d St. Legit Comeback

B'way Legit Actors Learning to Dance

Group of younger Broadway legit players have dancing class meeting weekly under the direction of Herbie Harper. Learning tap, thumba and ballet. No plans for a musical comedy production, just recreation. Includes Boyd Crawford, of 'Yes, My Darling Daughter', Phyllis Welch' of 'High Tor', Dick Clark and Wally Wagner, of 'Brother Rat'; and Hehry Hull, "Virginia Campbell, Frank Downing, Dick Albrack, and Waring, Margaret Perry and Elsa Beamish. Also John Root, stage designer, and Dale Carter and Margaret Ballantine, of radio.

Barter Strawhat Lining Up Talent For Fifth Season

Production schedule. Barter Theatre, Abingdon, Va., will be doubled up this summer. Usual season of twelve weeks and twelve plays is planned by Robert Porterfield. Change this year is in having two companies and doubling circuit. Season opens June: 10.

Each troupe will do six plays over the season, rehearsing new production two weeks while curent one tours circuit. To stretch playing time for each show, five or six new one-night stands are being added. Three days at Abingdon and one-nighters at other towns formerly comprised single-week circuit. Entite, personnel of Barter Theatre will total about 40 persons in both companies, including technicians and business staff. Porterfield will go to Abingdon from N. Y. about the last week in May. Plans to direct one play and act in one during the season. Regular directors will be Alin William Morewood, and Stand Sta

BEHIND RED LIGHTS' CONTINUES AFTER CUT

An unusually long session of equity's cuts board resulted in the okay for a continuance of reduced salaries for the cast of 'Behind Red Lights' now at the 46th Street, N. Y. Jack Curtis, who produced the melodrama written by the late Samuel Shipman and Beth Brown, guaranteed the engagement would continue at least four more weeks. Usually, the requirement is for a minimum of two weeks after the cut applies. Manager said he is hopeful of running the show through the summer, although claimi it has not turned a profit. Lights' is in its 16th week and is operating at \$2.20 top, scale being reduced last week.

Cast appeared agreed to continue the cut, while the featured Dorothy Hall, who is on percentage, reduced her 10% share in half. The cuts huddle consumed so much time because each player had agreed to a different percentage of reduction, instead of a straight slice for all, and each therefore individual case ich the

Maude Fealy Reinstated

Hollywood, April 27,
Grievance board of Actors' Equity
had Margaret Maude Fealy reinstated with the Federal Theatre
Project here after three months out.
Former legit producer-actress was
dropped in January for alleged failure to cooperate.

Report that the New Amsterdam, N. Y., Broadway's former No. musical show theatre, had been taken over by the Si Fabian film interests is emphatically denied by representatives of the Dry Dc & Savings Bank, which owns the oretime Klaw & Erlanger stronghold. So far as they are concerned, just another pending deal.

Bank, says that almost every ex-

Bank says that almost every exhi itor in New York has asked what the terms for the New Amsterdam are.

Various offers have been received Various ofters have been received for the past year, bank changing its attitude towards protecting the property, since it woul hold the mortgage. The house valued at \$1,350,000 and includes the office building on the \$42d street si of the site.

of the conditions of any sible sale is that the theatre mu not be used for burlesque. Morigage stipulation will be that short policy be used under any guise, the mortgage would be deemed due an ouster proceedings would follow.

mortgage would be deemed due an ouster proceedings would follow.

That

a, condition pertai ing to the sale of the Selwyn.

Which Dry Dock also owned, and which was bought by Harry and William Brandt for \$700,000. The Brandts are to take possession of the property Sept. I unless the final papers should come a cropper. Fih people, however, have alread, moved their offices into the Selwyn building. Bank had hoped that lerit shows would return to the Selwyn mext season, also to other 42d street houses. Increase in valuation of the property, from \$450,000 to the sales figure, however, brought about it disposal to the picture people.

New Amsterdam has been dark most of this season because of the dearth of musicals. It had Torbi den Melody' which lasted about fiveweeks. The Great Waltz' was slated but that plan was cancelled. Bank is looking forward to the World' Fair as a boom show year that will further enhance the value of the New Amsterdam and appears willing to hold out for a price which will more than balance the loss this season.

Dry Dock had four theatres takeu

season.
Dry Dock had four theatres taken over through foreclosures. In addi-tion to the Selwyn it also sold the Vanderbilt, leaving the National and New Amsterdam still its posses-

Fulton Goes

Fulton Goes
A rental which takes another the atre out of the legit list has the Fulton going burlesque, one of the Minsky clan taking over the house until Jan. 31, 1941, approximately a three-and-one-half year period. Deal takes Alex Yokel out of theatre operation. Latter leased the house from the Clevehana Corporation (one-time Klaw & Erlanger subsidiary), which owned the Fulton and the adjacent Gaiety, which also has a burley policy and operated by the same Minsky people. It will be the sixth house on Broadway with stocky burlesque policy. Rental delays indefinitely the proposed razing of the Broadway block between 45th and 46th streets, taking in the Astor, Bijou, Morosco, Gaiety and Fulton theatres. Several times realtors planned gai possession of all sites and erect a

times realtors planned gai possession of all sites and erect a hotel, ith several theatres ground level.

Mielziner in Dallas Designing Expo Show

Jo Mielziner left for Dallas last week to begin work on sets for summer show, in the Casino at the exposition. Restaurant show, similar to rench Casino, N.Y., will be given three times nightly: Stage designer will remain there until opening June 12.

With his brother, Kenneth Mac-Kenna, actor now playing lead in Penny Wise at the Morosco, N. Mielziner has tentative producti plans for fall, Pair have rights for unnamed play and will make decision during summer.

Among designer's various other tentative plans is possibility of doing sets for 'Virginia,' new Schwartz-Stallings operetta, if the Rockefellers to through with decision to produce it at the Center theatre, N. Y., in the fall. Jo Mielziner left for Dallas last

'FRONT OF HOUSE' UNION

Equity Petitions by Insurgents Ask | IATSE AND TMAT | Equity Facing 3-Candidate Race Salary Cuts for Gillmore and Dulzell

Equity is being swamped with another flood of petitions, apparently deliberately calculated to embarrass the administration. A partial checkup on signatures points to the bulk of the protestants being in the WPA they having been theatre

in good standing up to May 1. in good standing up to May I, regardless of being back in the pay-ment of dues. However, in back of the petitions is the opposition group limin Equity which hopes to put an opposition ticket up for the coming election.

opposition election.

One of the petitions calls for a reduction in dues from \$18 to \$15 annually. The administration declares the association cannot operate at a declare the association out that the

One of the petitions calls for a reduction in dues from \$18-to \$15 annually. The administration declares the association cannot operate at a lowered rate, pointing out that the cherry stage unions, particularly stage hands, require, much higher dues than Equity's.

Another petition seeks to reduce the calaries of the president, Frank Gillmore, and Paul Dulzell, treasurer. In defense of its officers, it stated that both have materially reduced salaries during the past two seasons as part of economy moves. Equity has no locals, and it functions rincipally from the main office, ith little out-of-town expense. Illmore receives \$250 weekly, while Dulzell gets \$125 weekly. Formerly Gillmore's salary, was \$15,000 annually, while Dulzell was paid \$175 weekly. Petitions ask that the president's pay be reduced to \$7,500 and that of the treasurer to \$5,200. Gillmore handles two other posts, while Dulzell has three other assignments, for which they are not paid. Those jobs are with Chorus Equity and the Associated Actors and Artistes of America (Four A's), which bulds the basic charter from the American Federation of Labor.

Administration points out that its surplus of \$225,000 has been kept intact and is the same as in 1931 despite the fact that Equity lost two-thirds of its paid-up membershi in the past five years. Number of members in good standing has been increasing because of more engagements particularly on the road this season. There are over 2,900 paying dues and by the time of election there will be 3,000. There are slightly more than 1,500 dues delinquents.

The most recent petitions are dual.

inquents.

The most recent petitions are dual, in that the argument used in getting signatures was that by cutting signatures was that by cutting slaries the dues could be reduced. The petitions seek to establish new figures by making amendments to the constitution. Salaries of officers up to now have been a council matter.

The amendment proposals will be mailed out to the membership and voted on at the annual meeting. If getting a two-thirds majority they would be adopted, provided at least 750 senior paid up members are present. However, if a majority does favor the proposals they would then be placed to referendum, believed to be the only way such measures could get into the constitution.

Still another petition anent the election would place in candidacy for the council seven members selected by the opposition. Those named on the paper; Clarence Derwent, lika Chase, Edward J. McMamara, Wayne rey, Richard, Gordon, Edward Everett Hale and Paul-McGrath.

'Miss Quis' Continues; Mary Rockwell in Cast

Miss Quis, which was slated to close at the Miller, N. Y., last Satraday, continues a charge in the cast, Mary Rockwell having replaced Jessie Royce Landis. Miss Rockwell is said to have bought in on the play, investing \$3,000. She has been understudying Peggy Wood and Miss Landis since the play opened.

Newcomer is not known on Broadway, but is said to have done some radio and summer stock work.

Self-Imposed Cut

rank. illmore, head of Equity, is said to have voluntarily returned \$30,000 of his salary to the association's treasury within the past six years. The council which regulates office salaries had upped his weekly check to \$300, regarded as 'a leading man's salary.' In effecting economies, during the past several seasons, Gillmore included himself and he has been receiving \$250 weekly.

Shaw Will Permit FTP Use of Plays At \$50 Per Week

from George Bernard Shaw to Warren Munsell of the The-atre Guild. Y produced produced many Shavian plays, expresses the author's willingness to permit the presentation of his produced plays

presentation of his produced plays by the Federal Theatre, Project. Communication mentions his having been contacted by Hiram Motherwell of the WPA's play department.

Shaw makes the stipulation that he may withdraw the right at any time. Should a star, or other organization, wish to use any of his plays. WPA would not be allowed to present the same works at the same time. He is quoted writing that he is willing to entertain a proposal from the WPA for his 33 full-length and 15 short plays, on condition that the top price of admission be 50c. Shaw also comments: Il presume the F.T.P. is a genuine public enterprise with state credit at its back.'

If his plays are used, Shaw would

state credit at its back,'
If his plays are used, Shaw would
be paid \$50 per week royalty. That
is the regular author's fee set by the
project last year, and Shaw made,
the payment one of his stipulations.
This winter word came from London that Milton Shubert had tied up

the rights of all Shaw plays for

FTP RESCINDS LET-OUTS OF 34 BOX-OFFICE MEN

Wholesale dismissal notices to box office men in the WPA theatre project, issued recently, have virtually all been rescinded. There were 34 let-outs listed out of 57 people in the agent-cashier's department and all were protested. Dismissal notices came after an efficiency man said he thought the Federal theatre box offices in N. Y. were over-manned. There are, too, a number of women ticket-sellers in the project. Most of the treasurers were formerly in legit theatres. Rescinding of notices came after those affected applied to the Emergency Relief Bureau or the home relief bureau. Some applicants in ot qualify under the stringent rules, but adverse reports from those sources were set aside where the objections were technical. Understood, that the City Project Council, a body representing persons i the WPA projects, strenuously objected to the proposed dismissals. Wholesale dismissal notices to box

Byrd Confers with Green On 'Cross' Production

Un 'Cross' Production
Charlotte, N. C., April 27.
Sam Byrd, actor-producer, was at
Chapel Hill last week conferring
with Paul Green, whose new play.
The Southern ross,' he will produce
on Broadway heat fall, with himself
in a leading role.
Understood that Byr ill try out
a new, play by Jerome Dr ifuss in
Maine this summer. Author is a
member of the United Press staff in
N. Y.

MERGING FORCES

B'way Legit Staffs and B.O. Men Plan Autonomous Including Organization, Race Tracks, Ball Parks, Circuses and All Other Phases of Amusements-Wagner Bill Gives Momentum to Proposal

GROUP BARGAINING

The front of the house' is being unionized, as the result of the okaying of the Wagner Act, cardinal principle of which makes it mandatory for employers to confer with any group having a majority for, the purposes of collective barragai ing. Box office people are due to joi up, and probably will house and company managers, with the IATSE (ori inally stage hands union) reorganizing so that all theatre employees can be taken into the union. At least that is the plan now in the works.

Virtually every-box office treasurer in New York gathered at the Great Northern hotel at midnlight Friday (23), and after a two-hour session unanimously okayed a proposal to join the Theatrical Managers, Agents and Treasurers union. They were addressed by William Collins, organizer for the American Federation of Labor, who said it was now or never to band together for protection.

Want a Fair Deal

Want a Fair Deal

Men in legit theatres have been complai ing of abuses for years, since the reduction in the number of houses on Broadway resulted in a problem of getting jobs. They point out that the limited number of spots available have too frequently been turned over to relatives, stenographers and women without experience, forcing out men who have spent most of their lives i such jobs. Stated, however, that women cannot be excluded from the union, but eligibility rules may keep some of the newcomers out.

but eligibility rules may keep some of the newcomers out.

The TMAT organization was formed eight years ago, with Theodore Mitchell and Jack McCarrón as the heads. A charter was secured from the AFL, but membership lagged. When the legit code was written, the union was represented, however, and it, too, acted for the front of the house without much effect. The organization suddenly has become a life-saver in the eyes of the treasurers.

effect. The organization suddenly has become a life-saver in the eyes of the treasurers.

The union not only takes in legit theatres, but spread-eagles the field and includes ball parks, race tracks, circuses and other open-air amusements. Understood that a number of treasurers are applying for TMAT membership immediately. It costs 50 join the union and the dues are \$2 monthly or \$6 more than the Equity's dues, although the latter's I itiation fee is \$50.

100% Unionization

It appears to have been the intention of the IATSE to also take in the box office and after many conferences the stage hands union proposes a new set-up, taking in the TMAT, which, however, will have autonomy, while the IATSE will unionize other employees out front. Stage hands union recently asked the AFIL to extend its jurisdiction i front of the footlights and the charter was promptly amended. Move is lieved to be one to forestall activity in that irection by the CIO, John L. Lewis' labor activity in opposition to the AFIL.

The surge to organize within the charter has been indicated for some

to the AFL.
The surge to organize within the theatre has been indicated for some time, and one new group is that of the Theatrical Press Agents. Latter con record as being opposed to unionization and banded together when commercial press agents and revertising man urged them to form a guild, in the idea of becoming (Continued on page 5)

For Presidency: Blunkall Proposed

He Can't Wait

George Tobias, the actor with the McCoy beard i 'You Can't Take It With You,' is buying an annuity. He is 36 and by the Take It With You,' is buying an annuity. He is 36 and by the time he reaches 55, he figures he will collect \$60 weekly if he lives thereafter.
Says he cannot it until he is 65 to get in on the social security.

Chattanooga Tries Stock Plays in Store With Air Programs

Chattanooga,

wDOD is doing an all-around showmanly stunt its 'play-house,' former store converted into a theatre.

a theatre.

Daily at noon and on each Saturday night a hillbilly program is aired before audience in the 700-seat site. On other evenings WDOD operates spot as legit stock house, using the vet troupe, Peruchi Players, in repertoire at pop admish prices for station's profit. Stock troupe's pieces aren't aired, project being regular theatre. Peruchis are in on flat weekly stipend.

Engl Lean WDOD manners of the proper state was the proper state of the proper state of the proper state.

weekly stipend.

Frank Lane, WDOD manager, figured out the stock company angle to keep theatre 'alive and in public notice'. Figures, aside from profit, it helps build up the visual broadcasts.

helps build up the visual broadcasts.
Incidentally, on the noonday airings
audience is circulated by the mc.
before program commences, and outof-towners are solocited for naming
over air later on. Idea is a goodwill builder for station around the

POSTPONE TICKET **HEARINGS 2 WEEKS**

Hearing of New York theatre ticket agency men charged with failure to stamp tickets with the amount obtained over the box office price was scheduled for today (Wednesday), but was again post-poned for two weeks. Reported that the Government proposes to not paying the correct amount of admission tax. There may be indictments sought on such grounds, but the real intent is to collect moneys which the Department of Internal Revenue claims due.

Records of a number of agencies are being audited. Books cover a period of almost four years, brokers having turned over their books last week to the agents at the department's New York quarters in the Parcel Post building. If the auditing has not been completed the hearing will be set back.

The non-stamping charge may be set aside for the time being, the tax claims being the real purpose of the investigators' activity.

Present postponement at joint request of Assistant.

investigators' activity.

Present postponement at joint request of Assistant tartorney Jesse Moss and lawyers for several of the defendants, Moss desired delay to complete preparation of charges against some of, the brokers. Government ing to keep all 32 cases concurrent. Prosecutor declares what takes place as preli inary hearings will have little bearing on final outcome of the cases.

Toomey's Legit Chore Memphi , April 27.

Regis Toomey will play 'Hildy Johnson' in the Memphis Newspaper Guild's revival of 'Front Page,' at

Auditorium soon. He will be supported by Memphis cast of Little Theatre players, with Eugart Yerian, Little Theatre director, directi

There will probably be a thir ticket in the field at Equity's electi June 4, or at least a third candidate for presidency opposing the regular candidate Frank Gillmore. Opposition still hopes that Walter Hampden will run, despite his insistance that he is not interested. The other name which cropped is Jack (J.) Blunkall.

a broken leg at his home i Connecticut.
One report has it that Hampden
will be asked to serve without remuneration should he change his
mind and should he be elected. That
situation existed at the time John
Emerson was head of the association,
with Gillmore the executive secretary, and Paul Dulzell his assistant.
Emerson was not he job for a time,
then became virtually inactive because of his health and pressure of
his private affairs.

ATC CONVENTION MAPS 4-DAY SKED

American Theatre Council which will hold its first convention at the Aston, N. Y., for four days, starting May 24, has, adopted a schedule of the subjects to be discussed, but js open to suggestions by members of its advisory committee. Over 40 topics are listed under such groupings as: producer and the theatre; the road; dramatist and the theatre; actor and theatre; theatre and the public; co-operation from outside public; co-operation from outside sources; legitimate theatre and motion pictures. nublic:

While the stagchands union has not officially okayed participation in the convention and the council, it was stated, by an officer of th union, that it would act favorat! Council still awaits word from timusicians union. Scenic Artiunion already has ified its participation.

'Abie' 'Continues' B'way Run, May 12

Rehearsals have started revival of 'Abie's Irish Rose,' for the Little, N. Y., May 12: On that date, according to the office of Anne Nichols, 'Abie' will 'confi ue its run.' Although it has been off the boards over here for some years, the comedy is said to be playing' the Orient. It is claimed the opening of the revival will be its 2,533d performance.

Of the original east of the Nev York company engaged for the revival are Alfred H. White and Bernard Gorcey.

Inside Stuff—Legit

Tour of Katharine Cornell in 'The Wingless Victory' and 'Candi which starts May 10, ill be limited to five weeks, according to plans. Star will play Philadelphi, oston and Chicago. In those stands there will be four performances of each play weekly, whereas when 'Candida was inserted in New York (Empire) it was given three times each week. Announcement that McKay Morris had been engaged to play the Walter Abel part in 'Victory' aroused some comme, but he was originally stated for the play, accor ing to the management. Abel has returned to the Coast.

Morosco, N. , is a theatre playing st ight shows and has been without an orchestra for seasons. Currently with Penny Wise there is a five-piece outfit on the side of the lower left floor seats. Being a 'penalty house' the cost is \$500 weekly, sans leader. Show is presented by a newcomer, Juliana Morgan, who first backed and produced 'All Zedition' this season. Show started fairly but the manageress refuses to use cut rates.

After it opened it was proposed to insert a glossary of Yiddish terms in the programs for 'Having Wonderful Time,' Lyceum, N. Y. It was figured out, however, that the Jewish portion of the audiences might resent discising such information and that they enjoy laughing more at lines which they know that others in the house do not understand. Those unfamiliar with the camps and hotels of the Catskills are puzzled over some of the laughs for that reason.

Number of suggestions were made at Equity's recent discussion meeting: that the council define the duties of a stage manager, who should not be permitted to play a part; that rehearsal expense money be paid at the end of the first week and that anyone who rehearses at all shall receive at least one week's rehearsal coin; that another such meeting be held in May. No action reported taken by the council.

When a youth, P. Dodd Ackerman, scenic designer, went to Coney Island and a Gypsy fortune teller told him: 'Young man, you are going to have three wives.' Recollection of that prediction came to him. when recently being wed to Helen Fling.

Latter is an author, having written books on masks and is completing a work on marionettes which will be published by Lippincott's.

Lester Bryant, formerly in show business, particularly in now selling motor cars and has settled down in Yonkers, N. Y. Edna Hibbard, his wife, however, is due to appear in one of next season's plays.

Catholic Actors' Guild **Honoring Gene Buck**

The Catholic Actors Guild will honor Gene Buck at a dinner to be held at the Astor hotel, M. Y., Sunday (2) evening Buck, who aided the late Flo Ziegfeld in presenting most of the Follies' revues, and who is head of the American Society of Composers, Authors and Publishers, is being toasted 'in appreciation of a lifetime of devoted and distinguished service in the community.' Proceeds from the event will go to the Guild's relief fund.

Edward P. Mulrooney, head of the

from the event will go to the Guild's relief fund.

Edward P. Mulrooney, head of the Department of Correction, is the dinner chairman. A national committee of over 69 prominent names has been announced. On the dais will.

Herbert Hoover, Mr. Mulrooney, Joseph P. Tumulty, J. Edgar Hoover, Bud Kelland, Grantland Rice, Deems Taylor, Will Hays, Fritz Lanham, David Warfield, Daniel Frohman, Frank Crowinshield, James A. Farley, Arthur Hopkins, James Montgomery Flagg, Alfred J. McCosker, Frank C. Walker, Harry Hershfield, Alfred J. Talley, Mr. H. Aylesworth, Walter Hampden, Major Edward Bowes, Rev. Edward F. Leonard, Robert L. Hague, William D. Weinberger, Irving Caesar.

SALLY RAND'S LEGITER

Sally Rand will appear in a play is summer at the Lakewood Play-

tins summer at the Lakewood Play-house, Skowhegan, Me. She did Sadie Thompson in 'Rain' at the same strawhat two years ago, with Humphrey Bogar' among those supporting. phrey Bogart

Hammond's Strawhatter

Pittsburgh, April 27. Hammond, member of Pittsburgh Playhouse's acting com pany, has taken over Keene (N.H.) summer theatre from Herbert V. Gellendre and will both operate and

direct.

Gellendre won't return to Keene this year, sailing next month on a cruise to Scandinavia.

'Letty' Closing Tour At Kansas City, May 1

Leaning on Letty, ith Charlotte Greenwood, which made a run of it in Chicago and recently toured from there, is due to end the season Satthere, is due to end the season Sat-urday (1) in Kansas Cit's, Play was known as 'Post Road' when present-ed on Broadway. Under the same title it opened and flopped in Lon-don.
Miss Greenwood's attraction had the backing of Marti Broones, her bushand.

Shows in Rehearsal

'Abie's Irish Rose'—Anne Nichols.
'Money Mad' ('Bet Your ife')—
Edward Relkin.

'Room Service'-George Abbott. 'Sea Legs'-Bannister & Byrne. Father Malachy's Miracle, comedy adapted by Brian Doherty from a novel by Bruce Marshall, has been acquired by Delos Chappell for entation next season.



N. Y. Legit Critics **Have Summer Plans** Now Season's Over

Drama critics for the majority of the New York dailies will leave on summer vacations within next two or three weeks. Brooks Atkinson, of

Drama critics for the majority of the New York dailies will leave on summer vacations within next two or three weeks. Brooks Atkinson, of the Times, begins week-ending at his place in the Catskills, N. Y., early i May, making it fulltime loaf in mid-June. Until his return late in August, reviewer, will spend his time planting 5,000 spruce trees.

Richard Watts Jr., of the Herald-Tribune, leaves next month for Madrid, accompanied by Robert Newlle of the same sheet. May send back stories for Sunday paper, as he's done on jaunts in past. Plans return around Labor Day. John Mason Brown, of the Post, sails for Bermuda in May and will be gone about month. Then goes to Harrard to lecture for six weeks and for a week at Columbia.

Richard Lockridge, of the Sun, will take motor trip through the mid-west early in the summer and expects to be back at his desk around mid-August. Walter Winchell, of the Mirror, will alternate between It. Y. and the Coast during the summer, but won't do any dramatic writing.

John Anderson, of the Journal, may take short trip to Europe, but plans spending most of the summer at his place in Connecticut. He talked about showmanship last week at the advertising connection (4A's) in White Sulphur. Gilbert Gabriel, of the Meerican, Whitney Bolton of the Telegraph, Robert Benchley, of the New Yorker, and George Jean Nathan, of Esquire and Judge, will be in Hollywood most of the summer, all doing some writing there. Keleey Allen, of Women's Wear, will also be on the Coast, but only for pleasure.

Douglas Gilbert, of the World-Telegram, hasn't set any plans. May tour summer stocks and play gold. Paper may use substitute for his daynes stuff, or it may be dropped over summer. Arthur Pollock, of the Brooklyn Eagle tentatively plans young up the Amazon river. Burns Mantle, of the News, is expected to to the Lake Placid Club, N. as usual.

Current Road Shows

(Week of April 26) Boy Meets Girl,"

Bey Meets Girl, Hollywood. Brother Rat, Plymouth,

'Close Quarters.' Selwyn.

'Dead End,' Hartman, Columbus, O., 26, 27, 28; Cox, Cincinnati, 29, 30, May 1. D'Oyly Carte Repertory, Colo-

First Lady' (Jane Cowl), tional, Washington, D. C.

'Follies,' Par, Toledo, Hanna, Cleveland, 27 to May

'Great Waltz.' Met. Providence 26; Bushnell Aude, Hartford, 27, 28; Shubert, New Haven, 29, 30, May 1.

'Leaning on Road'), Cox, Cincinnati, Shrine Aude, Des Moi Aude, Kansas City, May

rchids Philadelphi

, Hot and Chicago.

Chicago.

'Beflected iory' (Tallulah Bankhead), H. S. Aude, Little Rock, Ark., 26; Aude, Memphis, 27, 28; Ryman Aude, 29; Tivoli, Chattanooga, 30; Temple, mingham, May 1.

Buth Draper, Acad. of Musl Roanoke, Va., Lexington, Ky., 27; Huntington, W. Va., 28; Charleston, 29; Lyric, Richmond. 30, May 1.

Charleston, 29; Lyric, Richmond, 30, May 1.

'Susan and God,' adelphia.

'Tobacce Road,', Minn., 27; perior, Wis., Paramount, St. Cloud, Minn., 29; Winona, Winona, Minn., 30; State; Eau ire, Wis., May 1.

Tovarich,' iltmore, Los Angeles.

geles. 'You Can't Take It With You.'

Tenting in Nebraska

Lincoln, April 27. Tent shows are blossoming forth shortly all over this territory and surrounding states to confound the small town exhibs. Fair rainfall so far, especially during the month of March, when precipitation was high has been boosting hopes of the can-

had to, when hopes of the canvas-capeers.

During the first two weeks of May
the following tents are slated to g,
out: Chick Boyes, in incoln; Mitchell & Mitchell, from South Sloux
City, Neh., and covering northern
Nebraska and South Dakots, JusticeRomain, northern. Nebraska; Hal
Stone, Iowa; Aulger Bros, Minnessota; Ed and Mona Hart, Nebraska;
Hazel McOwen Players, Nebraska;
Hazel McOwen Players, Nebraska;
Hazel McOwen Show, Kansas; Hild
Morgan, Missouri; Harry Hugo, Nebraska; and the Ray Bash Players,
Nebraska and Kansas.

RICHARD II' MAY PLAY CENTRAL CITY

Shakespeare will do Central City what his works did for Broad-way this summer, if present plans for Maurice Evans to appear there in 'King Richard II' go through. There are several attractions being considered by Richard Aldrich for his initial season and instruction of Collehis initial season as director of Colo

considered by Richard Aldrich for his initial season as director of Colorado's annual ghost town stage event, but 'Richard' has the call. Two other' shows being considered are 'diot's Delight' lith the Lunts and 'Diamond Lul' with Mae West.

Evans has not definitely decided on the western offer, figuring oh taking a holiday for several months. Richard' will definitely close May 29 at the St. James, N. Y. Central City date is set for July 17. If the Shakespearean drama plays the former gold mine city, it will be shown for three or four weeks, next season's tour following immediately.

Now in its 12th week 'Richard' continues to clean up. It has grossed as high as \$23,000 and the average weekly pace tops \$16,000. Show costs \$7,500 weekly to operate and is playing straight 70-30 sharing terms. It cost \$24,000 to produce and that money was earned back in less than one month.

St. James also flourished with 'Hamlet' which preceded 'ichard.' but the latter's business has reached

St. James also flourished with Hamlet' which preceded 'ichard,' but the latter's business has reached higher brackets, Evans and Robinson Smith own most of the show with Eddie Dowling also having a share, also being in on the theatre's end with Boris Said. Latter also has the 44th St. theatre under lease, but the house has been dark most of this season.

but the house has been dark most of this season.

Money put up for production by Evans was supposed to be his own coin, but it is reported that an outsider came forward and provided the backing without solicitation. This patron of the arts from out of the blue stepped into a good thing with the show cleaning up.

Miller Office Readying London 'Regina' Date

Peter Mather, of the Gilbert Miller office, sailed last Saturday (24) to make preliminary arrangements for London production of 'Victoria Regina.' Pamela Stanley will have the title part, played at the Broadhurst, N. Y., by Helen H.vyes.

London production to open early this summer. roadway edition closes May 29 and is set for extended tour next season.

Two Shows Out

'Sun Kissed' closed Saturday at the Little, where it played seven weeks. California comedy was light

Opened . The few first-stringers who attended this premiere divided, Gilbert (Telegram) called it passable comedy, but Gabriel (American) said it was 'fairly

VARIETY (Rowl) said: 'Des-rief Broadway run.'

draw from s rt and ended well in

League of N. Y. Theatres Opposing 2 State Bills: On Censorship and Fire

Plans for opposition to two bills pending in the New York State Senate at Albany will be mapped at meeting late this week or early next by League of New York Theatres, Bills were introduced amid some mystery, investigation having failed to disclose who is behind them. One bill, introduced by Senator Dunnigan, would make New York City license commissioner absolute czar of theatre censorship. Other, introduced by Senator O'Brien, sets up tandard central-control theatre exit doors and exit lights.

Dunnigan's, bill, if, enacted, would empower License Commissioner Paul Moss to revoke license premises of entertainment upon isfactory proof of indeem drama, play, show or exhibition. Commissioner would be sole judge of 'satisfactory proof and there would, be no appeal. Present law requires conviction before license may be revoked.

voked.

Unknown Sponsors

Considerable mystery
is backing Dunnigan's measure.

Commissioner Moss claims he hasn't been consulted and had nothing to do with sponsoring proposal. Willing to offer his opinion, if called on by a legislative committee or Governor Lehman. John S. Sumner, head of New York Society for the Suppression of Vice, likewise disclaimed interest in the bill. Was notified of it as he is all bills introduced into the assembly or senate, but neither he

as he is all bills introduced into the assembly or senate, but neither he nor the society plans action about it, he declared.

While Commissioner Moss denies having any interest in sponsoring the Dunnigan bill, he has previously attempted to revoke theatre licenses for alleged indecent shows without first obtai ing convictions. In each case he has been overruled in the courts. System, as proposed by Dunigan, is similar to that legal i Philadelphia Boston, where shows and legit plays have repeatedly, been banned on say-so of single official and regardless of court appeal. Philadelphia has in last two peal. Philadelphia has in last two seasons had Theatre Control Board seasons had rheare Control Board appointed by the mayor, but it is actually without power. In case of Mulatto' there recently, Mayor S. Davis Wilson nixed the show despite offers to make any desired cuts and over the objection of his own board.

Fire Precautions
Although N. Y. Fire Department
has been interested for some time i Although N. Y. Fire Department has been interested for some time i more stringent fire regulations for Broadway houses, department oficials frown on O'Brien's proposal for exit doors and exit lights. Claim present exit doors which open outward if anyone leans against them are safest now known. Point out that if anything went wrong with proposed central control system, doors might stick closed and result in great loss of life in case of fire. Pointed out that both O'Brien's and Dunnigan's bills apply to film theatres, but he will be a self theatres. In regard to fire regulations, smoking is permitted in many Broadway in many Broadway.

In regard to fire regulations, smoking is permitted in many Broadway
film theatres, but not in legit houses.
Fire Department previously
gested law to bar smoki
houses. Claimed if such measure is
enacted fire marshals could issue
summons to anyone smoking of
lighting matches in auditoriums of
theatre lobbies. That proposal was
dropped when lawyers for legit theatres objected.
While Marcus Heiman, N. Y.
atre League presdent, declined

atre League presdent, declined predict what action the Council will take at its coming meeting, in-timated both bills ill be discussed. Figured the Council will undoubtedly oppose them with all its power. Expected that opposition campai will be mapped at meeti



SUMMER SHOWS SIMMER

'Red, Hot' Lukewarm \$19,500 in Chi; 'Delight' Good \$16,500 at Low Scale

Chicago, April 27.
Only three shows in town last week, with 'Red, Hot and Blue' turning in its first full gallop in town for only fair \$19.500. List hops to an even quartet with the entry last night (Monday) of 'Close Quarters' at the Selwyn for a pre-New York showing. Town also gets the semi-pro Chicago Group Theatre at the Studebaker May 1 with 'Take It Easy' for a two-week stab.
Delight' continues a sell-out at the Erlanger and only the low stoription sell-out at the Erlanger and on the low stoription sell-show weeks.

Close Quarters' Selwyn (1,000; 22.75) (1st week). Two-character show opened last night (Monday).

Talo's Delight', Erlanger (1,400; 22.75) (1st week). Telsanger (1,400; 22.75) (1st week). Gross will gallop into the high mark this week with the subscription rates off. Last week was a honey at \$16.500.

Tace, Hot and Blue, Grand (1,300; 32.85) (3d week). For first full nine-performance week cashed in with only fair \$19.500. Jimmy Durante is the man-about-town and garnering beaucoup publicity for the show! Harris (1,000; \$2.75) (12th week). Set-

You Can't Take It with You,' Har-ris (1,000; \$2.75) (12th week). Set-tling down to pace. Good at \$14,000 last week.

WPA

Lonely Man, Blackstone. Due to pen tomorrow (Wednesday) after averal nostponements. open tomorrow (Wednesday) after several postponements. 'Mississippi Ralnbow,' Princess. Colored show holding up well.

TMAT Union

(Continued from page 63)

(Continued from page 63)

a union. The older p.a. group known as the Theatrical Press Representatives of America has also given signs of again becoming active. That organization, which includes company managers has also not been interested in unionization up to now. In light of the present activity to get together for protective measures, the position of those groups may possibly change.

Seek Majerity Pewer
Under the law it is the majority which can demand collective bargaining and if the TMAT can show it represents such a percentage, would be in a position to talk terms with the managers and other employers. There is a move to organize ticket sellers, managers and other employees of picture houses where it is contended that wages are inadequate and working hours too long. Whether the TMAT includes that field remains to be seen, but it is likely that the IATSE will claim jurisdiction for certain classes of picture theatre workers. There is a treasurer's union in Chicago with a state charter. It has upped wages. Bo. men there at ball parks get 37 per day and \$8 for double headers, more than twice what the men receive in New York.

Treasurers' Club, which takes in legit box office men only, is strictly a fraternal body, its main object being to aid sick members and provide cash in the event of death. At Thursday night's session legit and other box office men were in attendance.

Argument against unionization of house managers, agents and treasurers have a surery has been that each and treasurers have a surery has been that each and treasurers have and treasurers have been that each and treasurers hav

Argument against unionization of house managers, agents and trees-Argument against unionization of house managers, agents and treasurers has been that as they represent the manager-employers and handle their cash and property, it was not fit to join the labor union movement. That viewpoint has apparently been discarded upon the realization that such employees are in need of protection and that ganization is the solution.

Actors were the first of the white collar groups in the theatre to become a labor union. Dire things were predicted as a result but the movement continues and now takes in a goodly percentage of screen players.

More than 50 losit how office wen

DETROIT'S FINALE

Follies' Ends Season With Sock \$45,000 in Two Weeks

Detroit, April 27. With local legit season apparently wound up, 'Ziegfeld Follies' slipped out of town Saturday (24) with around \$45,000, representing two weeks' engagement at the Cass. First session brought smans \$25,000, while last stanza wasn't far behind with his \$20,000.

weeks' engagement at use session throught smash \$25,000, while last stanza wasn't far behind with big \$20,000.

House opened roadshowing of Greet Earth (MG) Sunday (25).

Estimate for Last Week

'Ziegfeld Folles' (Cass: 1,400; \$3.30 top) devector Pulled on the standard of the standard

G-S TUNEFUL \$23,000 IN HUB

Boston, April 27.
Everything okay last week in the legit lineup, Gilbert and Sullivan operas by D'Oyle Carte Co. still in great demand, and second week's take on this four-frame date deviated hardly a hair from the initial week.

'Brother Rat' holding up okay, now in 12th week at the Plymouth. 'Great Waltz' ended two-week comeback at Opera House in fair shape.

Estimates for Last Week
D'Oyle Carte, Colonial (\$3.30; 2d
week). Solid biz by this excellent
company. About \$23,000. Two more
weeks.

weeks.

'Great Waltz.' Opera House (\$2.20)
(2d wee). Final frame of revival
excellent at \$22,000.

Brother Eat.' Plymouth (\$2.75)
(11th week). Popular comedy piece
marching along at okay \$5,500 level.

'QUARTERS,' \$2,500, **BRODIES IN PITT**

Pittsburgh, April 27. After-thought for legit season at Nixon last week was a mistake, Philip Merivale and Gladys Cooper barely getting \$2,500 in their two-character play, 'Close Quarters'. House had apparently closed to flesh more than month ago, hosting road-show flickers of the pass show the could have possibly stuck around for additional time.

Partivers thou: exception

stuck around for additional time.

Reviewers ithout exception
threw the hooks into 'Quarters,' none
of them gring it a chance to reach
the gring it a chance to reach
that Merivale-Cooper combo isn't
bo, here was exemplified for second
time this season. In 'Call It a Day,'
an established hit, they barely drew
\$11,000. Nixon currently dark, but
relights again Monday (3) for annual musical of Pitt Cap and Gown
club.

Estimate for Last Week

Estimate for Last Week
"Close Quariers' (Nixon; 2,100;
\$2,85). Tough to sell a legit here so
late in season, particularly one like
this. Merivale and Cooper unable to
carry third-rate two-character play
and blasting by cricks didn't help
matters any. Around \$2,800, show
going on practically all week to nonexistent audiences.

ment. Ball parks are usually manned by legit box office men, but the jobs are often uncertal and limited.

movement continues and now takes in a goodly percentage of screen players.

More than 50 legit box office men have been working for the WPA have been working for the WPA Fair will be more employment. World's theatre project in New York, but a majority were recently handed dismissal slips (rescinded). That group is specially interested in whether the Managers, Agents and Treasurers' union can bring about reinstate-

PLANNING STARTS

Warm-Weather Legit Spots Again Concentrate Activities in the East and Far West - Equity Members Set in Most Places-Guest Stars from Broadway and Hollywood

TEN-WEEK SCHEDULES

Steady growth of summer theatre activities in the past five years has finally established the field of rustic entertainment an important branch of show biz. It holds promise this coming season of once again exceeding the previous record. High figure of each year has been broken consistently with last year hitting an all time water mark of a counted, and recognized, 130 in the sticks. There were more than that, but due to scattering beyond the east, which holds more than three quarters of entire lot, it is difficult keep contact. Bucolic impresarios have reached the point where they afford work for nearly 800 Equity actors (last year's figure) in addition to being a good source of revenue to authors due to their great number, and of the last sources of talent. Those with school adjuncts are specially recognized as the last frontier. Interest in strawhats was slight until last year when expansion hit is new record. Equity evinced interest when it found that the woods were affording employment to more actors than the once solid 'road.' Action was then begun to line up and organize groups, which resulted in regulation of salaries, conditions, expenses, number of performances, salary and transportation guarantees and the number of Equity members used per company. It also forced a declaration of intention with subsequent classification into three groups, and helped in the elimination of prevalent rackets.

International Association of The-atrical Stage Employee (stage hands) also sought an 'in' by attempted or ganization of the hayseed mechanical help. Little was done by that (Continued on page 71)

'Boy-Girl' \$7,500, 3d Week, Philly; 'Susan' \$8,000, Off

Philadelphia, April 27.

Town's two legit shows didn't do anything remarkable last week, but one, at least, reported satisfaction. Baseball season's opening didn't mean anything because of cold weather but Penn Relays, Friday and Saturday, brought plenty of people to lown and probably helped bose two evenings although Saturday because of the people of the people of the satisfaction o

mose two evenings although Satur-day afternoon trade was off in all houses.

'Susan and God,' playing its second week at the Forrest, was not helped by notices and whatever bit if got-nesses, with perhaps some to Bert Lytell. House, gets 'Orchids Preferred,' musical comedy tryout to-night (Tuesday) for a two weeks stay. After that (May 10) is Katharine Cornell in 'Candida' and 'Wingless Victory' for a single week's stay. By Meets Girl' is credited in okay trade at the Chestrat of the or six.

Estimates for Liast Week 'Boy Meets Girl' Chestnut (1,500; \$2) (2nd week). Held up quite well, reporting \$7,500. Four weeks were and may linger. 'Susan and God' Forrest (1,800; \$2,50) (2nd week). Held up quite well, can be considered and supplementations of the control of

RURAL THEATRES B'way List Sags but Hits Hold Up; 'Excursion' \$11,500, 'Babes' \$19,000

Month of April has been rather disappointing along Broadway. It had been expected that the going after Easter would be strong, but there was an offish tendency. The attre patronage probably reflects gender that the soing street patronage probably reflects gender that the good things are 12½% and the good things are 12½% the good things are 12½% the good things are still flourishing. Some are not getting the grosses of the winter period but are still quite profitable. Exceptions are 'The Women,' which last week went a notch higher than its previous top gross for eight performances, with takings of \$2,000, with and the growth of you Can't Take it With You' and you can't the good that the good

Estimates for Last Week

'Babes in Arms,' Shubert (3d
week) (M-1,382-\$3.85). First full
week close to estimate; got around
\$19,000; good money for musical of
knid, though not strong in agencies.
(C-1,052-\$45). However, the control of the control
C-1,052-\$45). However, the control
bassador when 'Room Service' is
ready; around \$7,000 last week and
okay.

ready; around \$7,000 last week and okay.

"Behind Red Lights," 46th St. (16th week) (D-1,375-\$2.20). Reduced scale and got around \$7,000 last week; will attempt summer stay.

"Brother Rat", Biltmore (20th week) will be some consensual to the seased week; will be some whether the stay of the seased week; but it spiling the exceeding the seased week; but its piling the exceeding the seased week; but its piling the exceeding the seased week; but its piling the exceeding the seased week; but the seased week; but the seased week; panned; taken off Saturday.

somewhat, but is piling up excellent profit; last week topped \$11,000.

'Curtain Call,' Golden. Opened late last week; panned; taken off Saturday.

'Dead End,' Belasco (79th week) (CD-1,000-\$1.65). With reduced scale, business satisfactory; around \$5,500, which means some profit.

'Excursion,' Vanderbilt (4th week) (CB-94-\$3.30). Moved up about \$1,000, and the state of the state

on inst again appears
is slated into summer; no revue opposition.

Sun Kissed, Little. Closed Saturday after seven weeks to very light
grosses: Able's Irish Rose' will be
revived May 10.

The Amazing. r. Clitterhouse.

Hidson 9th week) (D-1,017-83.80).
Slid off with trade under \$6,500;
must improve to last much longer

The Eternal Road, Manhatan
O. H. (17th week) (M-2,768-83.00).
Best money: Sunday afternoons, with
sabbath nights dropped, around
\$13,000 estimated, not enough for
big show slated for another three
weeks. Slid off with trade under \$6,500; must improve to last much longer.

The Eternal Read, Manhattan O. H. (17th week) (M-2,780-\$3.30). Best money Sunday afternoons, with sabbath nights dropped; around \$19,000 estimated; not enough for big show slated for another three weeks. (C-1,048-\$3.30). Topper among week) (C-1,048-\$3.30). Topper among May 3.

(CD-1,036-33-39). Somewhat off last week, with gross around *15,500 and still one of the best things on list.

'Victoria Regina,' Broadhurst (resumed eng.) (61st week) (D-1,110-35,30). With Monday nights out and Tuesday afternoon added, business 17,000. Prevented by A. L. Jones; written by Raiph Spencer Zink; opens, Thursday (29).

'Yes, My Darling Daughter,' Playhouse (12th week) (C-878-33,30). Excellent ticket agency sales and holds to virtual capacity with takings around \$16,000 around \$16,000 around \$15,000. Revivals "Revivals" (Totaldia, English Spencer Zink; week) (D-1,04-35,30). No change in standee pnce of laugh, show: sure all summer, takings "Ring Richard II,' St. James; copping plenty of coin; somewhat affected last week, but \$17,000 or better.

'Candida,' Empire: topped \$16,000; excellent for revival, which has another week to go.

'Naughty Naught,' American Music Hall; meller might spot.

'The San and I,'
'Power,' Ritz.
'Dr. Faastus,' Elliott.

The Show Off,' Lafayette, Harlem.

'Tovarich,' 18G, Smash in L. A.: 'Boy' OK \$5,000

Los Angelcs, April 27.

Bringing out the biggest \$5 top opening in the history of the house for a take of \$4,200 on the performance, Homer Curran's Coast production of Tovarich' is hitting a smash pace at the Biltimore, where it looks good for another three, of four-stanzas. On the opening night, Manager Feter Ermatinger yanked the them in beat of the three the standard of the st

(29).
'Merchant of Venice,' Mason. After profitable run in Hollywood, moves downtown, May 28, followi 'Blind Alley,' starting May 18.

'Letty' Doesn't Get Much

Road's Biggest Comeback

(Continued from page 1)

(Continued from page 1)

sticks want? The figures would indicate that the answer is half dozen of one and six of the other. Of the 49 houses listed, 22 marks were run up by musicals and 27 by straight shows. Of the 27, 15 were shows with established b. o. pull and 12 had no names at all.

There is, of course, one fallacy to lists of this sort. Figures are always, and necessarily, comparative. Thus, one show at \$10,000 may actually be doing better than another at \$25,000. When both musicals and dramatic shows play the same house, as is true of the Nixon, Pittsburgh, own's sole legiter, it is almost matter-of-fact that a musical, will have the top b.o. figure. Musicals, obviously, must demand higher rates the b. which is one angle, They need more of a take to come out.

Miss Cornell and Miss Hayes

Miss Cornell and Miss Hayes

Miss Cornell and Miss Hayes
Thus there is a curious situati
Katharine Cornell, in various shows,
established be on marks around,
the country So has Helen Hayes.
But Miss Hayes doesn't figure in the
above chart because she never happened to play in houses which were
strictly dramatic stages, hence her,
grosses are always slightly eclipsed
by the song-and-danceries. It is a
matter of spotting, as proven quite
distinctly when she hit out for the
mid-west and mid-south hinterland
for one-niters and split weeks and
up corking figures. Here there
was no overshadowi
can't or won't take the chance she
took.
Several paradoxes figure.

was no overshadowi musicals can't or won't take the chance she took.

Several paradoxes figure. Continental Varieties, for example, is listed as heading the figures' at the Studebaker, Chicago, although it wasn't really a successful show, either in New York or on the road. Vaude combo 'headed' by Lucienne. Boyer, rench girl, simply struck a good week at that house, now no longer in use for legit (except by WPA). Also 'Point Valaine,' starring Luint and Fontame, heads the Colonial. Boston, at \$26,500, and the Chestnut, Philadslphia, at \$25,000, although, in toto, it was a flop. Noell Caward play, in this case, played both these houses, prior to New York, and got sock draw on the marquiee lure. New York crix let it down and, after a short run to big co'n in N. Y., it died off badly.

Another significance is that the shows listed in the top-coin class are not necessarily all the big gross hows on the road in the six-year span. There are two different Follies' listed, but otherwise no duplicates. However, 'Taming of the Sortand' (Helen Hayes), 'Hamlet' (Gielgud), 'Men in White, 'George White 'Scandals,' Dodsworth' (Walter Huston), 'At Home Abroad' (musical), and 'Idio'ts Delight' (Lunt-Fontanne) were sock grossers, among others, despite not running up absolute top figures.

Chicago Union Fears Muny Concert Cut

Chicago

Chicago.

James C. Petrillo, chief of the local Musicians' Union, lobbying plenty down at the state capital to try to obtain legislative support for the \$9,000,000 park board appropriation. There has been considerable agitation around the state and city to clip the sum to \$7,400,000.

Union fear's that this clip will mean the elimination of the park concerts which employed several hundred men last summer.

234 Costs in 'Dead End' Su't Vs. Edna Buckler

Sult VS. Elina Buckler

wilder, author, who rewild lost her \$2,000,000 plagiarism
suit arairst Sidney Kinrsley, Norman Bel Geddes and Random
House, Inc., was directed yesterday
(Trussday) Federal Judge John
Woolsey, to pay the costs of
the action... he Court directed her
to nay Kingsley \$3,539; Bel Geddes,
\$2,773, and Random House, \$1,522.
The three winners of the suit were
allowed to sue for further paymark's if desired.

Woolsey. to pay the costs of the action. he Court divected her to now Kingsley \$3,539. Bel Geddes, \$2,173, and Random House, \$1,522.

The three winners of the suit were allowed to sue for further payments if desired.

I've Buckler had sued the three on he claim that Kingsley's play, Deed End, was lifted from her story, Money. She had sought an accounting and the profits, which, twee estimated, would have amounted in all to about \$2,000,000

Pittsburgh Symph Plans **Concert Expansion**

ittsburgh, April 27. ittsburgh Symph, in effort to re capture glories it had when icto

Herbert conducted, will go big time next season, if campaign drive which gets under way May 11 is successful.

gets under way May 11 is successful.
Committee mapping plans has set
quota at \$300,000 and town's being
promised the last word in music
when and if.
Under new Symph deal, Antonio
Modarelli, conductor for last five
years, will become an associate,
moving down to permit engagements,
running from one to five weeks for,
series of guest conductors. Already
lined up are Otto Kemperer, Georges
Enesco, Walter Damrosch, Eugene
Goossens and Carlos Chavez.

Wagnerian Operas In Condensed Form At Stadium Concerts

Of the \$75,000 needed to balance the budget for the coming summer season of outdoor Lewisohn Stadium concerts in N. \$20,100 has al-ready been collected, with rest yet to be plucked via the plate-passing route before shows start in July.

route before shows start in July. Set as one of the features are condensed version of Wagner's Ring cycle and Tristan in concert form. Will be offered July 12, 14, 20, 22, 27. Set to sing top parts in series are Florence Easton, Goeta Ljungberg, Julius Huehn, Paul Althouse, Kathryn Meisle.
Conductors carded for the ciept.

Kathryn Meisle.
Conductors carded for the eight-week season: Vladimir Golschmann for first fortnight, Fritz Reiner for three weeks, George King Raudenbush for one week, and Willem van Hoogstraten for final fortnight. Alexander Smallens will baton the special ballet and opera performances.

HUROK 1937-38 SKED LISTS 15 ATTRACTIONS

Sol Hurok's next season schedule, his largest to date, lists 15 different artists and companies for nation-wide tours and New York dates, with a special subscription series in Carnegie Hall. Notable item on the roster is Salzburg Opera Guild, making American debut in October.

Monte Carlo Ballet Russe will appear at Metropolitan Opera House for fifth season, then tour for 20 weeks. Other items on list include Uday Shan-Kar and his Hindu ballet, Marian Anderson in her third American tour, Trudi Schoop and her comic ballet for third American tour, and following concert groups and artists: Artur Rubenstein, Vienna Boys Choir, Feodor Chaliapin, Continental Ensemble, Joseph Schmidt, Ginette Neveu, Kolisch Quartet, Rudolf Serkin, Ossy Renardy and Lina Pagliughi. Carnegie Hall series includes eight evens. Hurok will sail May 19 on his annual European trip.

American Ballet May Tour Stravinsky Works

American Ballet may tour the provinces next scason with the three Igor Stravinsky toe terps. "Card Party," Le Baiser de la Fee' and 'Apollon Musagette,' it premiered last (Tuesday) night and will reprise again tonight at the Met Opera house. Matter of tour is contingent upon reception given the two. N. Y. presentations. At a scale of \$1 to \$10, last night's performance played to practically capacity crowd. House looks to go clean again tonite at a \$5 high.

Road's Top Legit Grosses

(Approximate)

	Auditorium	'Tovarich' 'Stage Door' 'Roberta'	\$10,000 11,000 28,500	
	Shubert	(Lunt-Fontanne) 'St. Jean' (Cornell) 'Men in White' 'Great Waltz' 'Reunion Vienna'	38,000 11,500	Dec. 22, 34 May 23, 36 Oct. 20, 34 Oct. 6, 35
Buffalo	AuditoriumStudebakerHarris	(Lunt-Fontanne) (3 Men on Horse' Great Waltz' Continental Varieties' (oyer) First Lady' (Jane Cowl) Hamlet' (L. Howard) Leaning on Letty'		Sep. 17, '32 May 3, '36 Dec. 22, '35 Feb. 10, '35 Dec. 27, '36 Dec. 27, '3
	Blackstone	(Charlotte Greenwood)	21,500 13,000 27,000 21,000	Dec. 27, '36 Feb. 17, '35 Dec. 1, '34 Dec. 24, '32
	Cox	'First Lady' (Jane Cowl) 'Great Waltz'	16,000 26,500 19,800	Nov. 24, '36 Dec. 8, '35 Apr. 1, '34
Detroit	Hanna	'Idiot's Delight' (Lunt-Fontanne) 'Scandals' 'Great Waltz'	25,000 32,000 32,500	Mar. 15, '37 Jan. 3, '37 Mar. 24, '35
Indianapolis	.EnglishShubert	Tobacco Road' As Thousands Cheer' Boy Mects Girl'	12,000 22,000 12,000	Dec. 8, 35 Jan. 5, 35 Nov. 22, 36
Los Angeles	Dilimanu	(Fallies)	38,000 42,000 17,000 22,000	Jan. 26, 35 Dec. 27, 36 June 10, 33 June 9, 74
Milwaukee Minneapolis Newark	Pabst	'Great Waitz' 'Music in Air' 'Ah, Wilderness' (Will Rogers) 'Follies' '3 Men on Horse'. 'End of Summer' (I. Claire).	30,000 12,000 11,500	Mar. 14, '37 Jan. 26, '36 Jan. 10, '37
New maven	Chestnut	D'OVIV Carte Co	24,000 25,000	Feb. 10, 35 Jan. 5, 35
	Broad	Stage Door (M. Sullavan)	18,000 10,500 40,000 34,500 25,000	Sep. 27. '36 Oct. 6. '35 Nov. 3, '35 Nov. 22, '36 Nov. 22, '36
Portland, re	Nixon Mayî Curran	"Follies" (Follies" (Tobacco Road' (St. Joan' (K. Cornell) (Follies"	49,000 8,000 30,000 30,000	Dec. 27, '36 Feb. 2, '36 July 22, '36 Jan, 15, '35
Seattle	Geary Metropolitan American	'Anythin' Gres'	18,500 17,000 21,000	Oct. 10, 35 Dec. 16, 33 Sen. 28, 36
Washington	Auditorium	'Follies'	48,500 29,000	Nov. 3, '34 Dec. 6, '36

Spiit Weeks

Katharine Cornell Repertory, five Texas stands, \$31,000. Feb. 1, '34

'Mary of Scotland,' Helen Hayes (Memphis, Little Rock, Tulsa, Oklahoma City, Dallas), \$38,000, March 31,
'Mary of Scotland,' Toledo, Columbus, Dayton, Cincy, \$34,000, March-2, '35.

Follies, five Texas stands, \$29,500, Feb., '35.

Burton Holmes Off To South Africa May 8

Burton Holmes sails May 8 for six-months' South African trip, his first there. Going by way of Genoa, then to Capetown. Mrs. Holmes going along to take stills and do developing. Edward Ever will handle film camera. Plan to expose about 60,000 feet of pix negative, of which they figure approximately 90% will be usable. Expect to return in October. On the control of the control of

Doubt Paderewski Will Tour U.S. Again

In the trade it is expected that Paderewski will ever again make a U. S. tour. Polish pianst has not trouped Yankee shores for five years, confining chores to Europe because of shorter jumps and the more leisurely style of wor ing that prevails on the Continent. Paderewski. 76, is the oldest concert artist still making the regularly skedded round of tours. Efforts to lure him over to the U. S. during past two seasons have been fruitless, causing American concert managers and bookers to greatly doubt he'll ever come over again. Consequently they've given up trying.

they've given up trying.

Paderewski was rated top concert draw in the U.S., in that he always played to overflow houses,

Jose Mojica in S. A.

Buenos Aires, April 27,
Jose Mojica, Spanish tenor, opened
a two-week engagement at the
Teatro Opera here April 23. Theatre changed its four-a-day film policy to two-a-day for yodeling attraction.

Singer will double at Radio Belgrano (LR3) and continue there for
four more weeks after his theatre
appearance, before sailing for Europe and a concert tour;

ON BROADWAY

CURTAIN CALL

; directed by Dickson Morgan: settings, con Throckmorton; coxtunes, Ellis Porter, the John Golden (Masque), N.Y., April '57, Top, \$1.30.

Luckey Inomas Frank
Alberto Brewster Board
The Princess arle Curtis
Pictro Rizzo
Alesandro Casella Arguste Aramini
The Young Lady Sondra Kostner
The Young Man
Lola Compinili Almira Sessions
Doctor Cohil Mortimer Weldon
Antonio Sebastiano Guldo Nadzo
Antonio Sebastiano Guldo Nadzo Rena Rizzo Selena Royle
Isola Casella Ara Gerald
Anna
Ambassador Arnaud de Bordes
Sister Frances Reinhart
Cal' Boy Arnaud de Bordes
Nurse Sondra Kostver
Interne Tommy Mudell

Purported to have been suggested

Purported to have been suggested by the life of Eleanora Duse. Cuntain Call' is one of the late-season's weak sisters, awkwardly arranged and, for the most part, inexpertly performed. Author, LeRoy Bailey, is said to have been a super in Duse company during last American tour, receiving the data for his drama from the star herself. Present play is far from an A-1 exhibit, being merels another attempt to dramatize. Play both the star herself. Present play is far from an A-1 exhibit, being merels another attempt to dramatize. Play both the star herself. Present play is far from an A-1 exhibit, being merels another attempt to dramatize. Play both the star herself. Present play is far from a history on the famed association between mention association between mention. Tragedy of an aging star in love with inconstant youthful brilliance is material for a potent drama, but Curtain Call' misses its mark by a wide margin. Neither distinction of the necessary dignity are evident in excession bringing to the Duney succeeds in bringing to the Duney succeeds in bringing to the Duney and the succeeds in bringing to the Duney succeeds in bringing to the Duney and the succeeds in bringing to the Duney and the succeeds in bringing to the Duney and the succeeds in bringing to the Duney succeeds and the s

of suffering, and Michelette Burani is effective as Casella's faithful maid. Action covers a period of 30 years and final scene shows the death of actress alone in a Pittsburgh hotel during her last U.S. tour. In thi extended an end of the magic that is Helen Hayes' in her 'Victoria Regina' fade-out, but it is muffed badly in this instance. Dickson Morgan has staged the play in inefficient fashion; Cleon Throckmorton designed the serviceable sets, and Jack Quigley and Irving Schachtel, a new combo, are the presenters. Rowl. (Withdrawn after three days; printed for the record.)

OUT-OF-TOWN

MADRID MADNESS Hollywood, April 22.

Drama in three casts. Presented at Hollytown theatre, Hollywood, April 22.

Drama in three casts. Presented at Hollytown theatre, Hollywood April 121, written by Youca G. Satowsky, directed by
Johnstone White, settings, Lee Reilly.

Jack Raymond. James Authouy
Javan Vetroff. Addy Rossoff.

Roy Two-Bits O'Haya. Brian O'Haya
Roy. Two-Bits O'Haya. Brian O'Haya
Roy. Croker Eddington. Cyril Thornton
Cyril Thornton
Juan Linto
Juan Linto
Juan Linto
Juan Linto
Juan Linto
Juan Linto
Juan Carl Mofina
Manuel. Geralt Molin
Tony. Thomas Mende
O'ffeer of Militiaw Taula Marquel
Dona Margarita. Helen Van Tuyl

Juan Linto
Juan Lin

Carrying a terrific moral and dramatic sock, 'Madrid Madnes' has all the earmarks of a future success, if interest i the current Spanish revolution doesn't wane before the play can migrate from Hollywood birthplace.

inigrate from Hollywood birthplace. Youcca G. Satovsky's plot lines bring the horrors of revolution to the theatre with all the realism of the theatre with all the realism of the theatre with all the realism of the theatre with a triple of the theatre with the triple of the theatre with the triple of the theatre with the tragic events which carry the plot.

with the tragic events which carry
the plot.

As presented, 'Madri Madness'
has the benefit of a well trained,
pable cast, recruited largely from
former Broadway players now the
ing in films.

Single set used in the play is the
shell-shattered room of a Madrid
house rented by Crocker Eddington,
dignified correspondent for a London newspaper. He hospitably shares
his quarters with four other correspondents—Jack Raymond, young
Englishman; Roymond, Young
Englishman; Roymond,

Broadway

Freddie and Rae Schader going back to Detroit.

George M. Cohan and Bert Feibelman sailed for Paris.
Louis Loewenstein and wife off for Bermuda vacation.

Trees on Trees on Cohen and Waters house at Bayside badly damaged by fire.
Andre Kostelanetz planed for Holywood yesterday (Tuesday).

Harry Kaufman back from Hot Springs, where he shed 15 pounds.
Toots Shor putting in one of those table-phone systems at his Tavern.
Dr. Sydney Ross, pro magico, went to the White House to mystif Medical Paris Myst.

Toots Shor putung in one of those stable-phone systems at his Tavern. Dr. Sydney Ross, pro magico, went to the White House' to mystify F. D. R. Schnebbe and Hughie McGauley of Lyceum theatre inducted the stable of the stable o

cold.
Teams from casts of 'Behind Red Lights and 'Brother Rat' skedded for softball game in Central Park this

softball game in century week.
C. L. Stong, advertising chief for ERPI, back at desk after having been laid up with flu attack for two

been laid up with nu assective weeks.

George S. Kaufman, on Coast, rumored dickering for James Cagney for lead i 'Mice and Men' for next

season.

Eddy Duchin taking diction and dramatic lessons in preparation for Hollywood bids. Wants to be more

dramatic Jessons in preparation for than a maestro. Hollywood bids. Wants to be more than a maestro. Lucille Ryman, eastern talent scout for Universal, probably will be scouring the middle west for new faces for the next month. Loretta Young and her mother in from Coast over the week-end. Probably will shove off for Bermuda sometime this week. Dick Hopkins, of the St. James b.o., returning as treasurer of Walter Hartwig's strawhat at Ogunquit, Me. for the third consecutive summer. Len. Gaynor, Fox publicist, is considering farming out his pet New Jown Compared to the strawn of the consecutive summer. Len. Gaynor, Fox publicist, is considering farming out his pet New Jown Compared to the consecutive summer. Len. Gaynor, Fox publicist, is considering farming out his pet New Jown Len. Gaynor, Fox publicist, is considering farming out his general free-lancing. In town last week grabbing material for a piece on strip-teasing. Russell B. Moon to Kansas City to handle advertising and publicity for the RKO and Paramount houses booled there. It's a newly created post.

Harland Dixon will stage shows

the RKO and Paramount houses pooled there. It's a newly created post.

Harland Dixon will stage shows at Ben Marden's Riviera for Louis Shurr office. Marion Pearce goes in as mistress of ceremonies when spot years and the stage of the stag

turning to the Savoy for three more

turning to the Savoy for three more. weeks.

Peter Page will be repliated as dramatic critic for the Referee by Archie de Bear, sometime indexed at the Alhambra, Glasgow, Principal comedians were Fred Duprez and George Gee.

Hollywood wants Robert Stevenson, youthful Gaumont-British director, but Stevenson has one more to do for GB.

Henry Sherek playing nothing but American acts at the Mayfair hotel from now till end of July, which is the end of the London cabaret sea-son.

the end of the London caparer sea-son.

Vertoria Palace is in with Payne-Jennings on the two-for-one tickets scheme. But privilege is only for matinees and first shows, not in-companies of the control of the Calmont-British-Hyams Brothers new super at Kilburn will be ready for opening Sept. 7. Seats 3,000, with opening attraction Metro's Camille. Cost million dollars to build.

Paris

Mildred Berman in town Olive May at Monte-Cristo. Jean Tranchant at Bagdad. Vina Boyy in from America. Joe Jackson off for England. Nadia Mirova at Monte Cristo. Josef von Sternberg i

Maurice Chevali Clifford Fischer in from London.
Albert Powell at Cirque Medrano.
Helena Greasley back from Eng-

nd. Rachmani recitaling at Salle Pleyel. Cine

yer inema-Tographe, new movie mag, sale. on sale. Olive May and Joe Jackson at Bal

Cheena-Tographe, new movie mag, Orale.

Orale.

Orale.

Orale.

Orale.

Sophie Duval hit by taxi, but not badly injured.

Henry Roussel made officer of Legion of Honor.

Argentinita giving dance recital at Opera-Comique.

Fernand Gravet taking pistol shooting lessons.

Yvonne Printemps recitaling at Salle Pleyel.

Edmond Greville's ives shown privately.

Uday Shan Kar on Cote d'Azur prior to Italian tour.

Solange Schwartz named premiere dancer of the Opera.

Jagrange off for Tahtii

Lagrange off for Tahtii

Mistinguetie set for A. B. C. appearance at end of month.

Renita Kramer telling French Renita Kramer telling French Scribes how she conceived her act.

Paris-Soir publishing long piece by Errol Flynn on his Spanish experiences.

Chez Josephine Baker nitery dark

Chez Josephine Baker nitery dark after La Bell quarreled with owner

l spot.

Jean Renoir's latest pic, starring
ric von Stroheim and Dito Parlo,

finished.
Cabaret de Monsiegneur, new
Montmartre nitery, set for early

Cabaret de Monsiegneur, new Montmartre nitery, set for early opening.

Expo inauguration on May 2, but won't open to public until May 15, if not later.

Jules de Mari , president of Confederation du Cinema, off for American visit.

Henry Bernstein's, 'Voyage' passing the 1000th performance at Thetare Gymmate.

Marguerite Moreno added to cast of film Marcel Pagnol is making near Marsellles.

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Marguerite Moreno added to cast of film Marcel Pagnol is making near Marsellles.

Harry Baur off for Marseilles en route to Alger to commence work in Sernati-le-Terrible.

Paris Press saying terror reigns in Hollywood because of threatening letters received by stars.

Yvonne-Printemps becoming codirector of Theatre de la Michodiere with Victor Boucher next season.

Italian Ambassador Cerruti decorating Edouard Bourdet and Charles Dullin after Comedie - Prancaise posseries, of Pirandellos, Chacus Cecile Sorel signing to make 'Une

Hollywood

Eddie Garr flew to Chlcago. William Pine underwent minor op. Anne Green planed to New York. Leopold Stokowsky in from the

ast. Fanchon Royer back from New York.
Mike Connolly here from New York.
Phil Harris has gone for a ranch

work.
Dimitri Tiomkin here from N. Y.
to do music score for U's The Road
Back.

Dimitri Tiomkin here from N. Y. to do music score for Us "The Road Back."

George Lewis quitting Radio publicity staff to devote full time to writing.

ichard Hageman, Met and Chiopera composer and conductor, ogling studios.

Freeman Gosden (Amos, of Amos in Andy) bought an estate in Holly-Russell Patterson co-operating with Par studio ad department in preparing advertising att.

Raoul Walsh has shipped Sunsett Trail 11, his fave nag, to Louisville for the Derby next month.

Sy Bartlett checked off the Universal lot after completing script on Man Who Cried Wolf."

Carl Laemmle, Sr., pulling out for his annual European trip early in May. Jack Ross goes along.

Abe Waxman returned to N. Y. after completing Coast arrangements or Will Rogers memorial drive. to Althur Holler Holler General Coast arrangements or Will Rogers memorial drive. to Althur Holler General Coast arrangements of Will Rogers memorial drive. to Althur Holler General Coast arrangements or Will Rogers memorial drive. to Althur Holler General Coast arrangements or Will Rogers memorial drive. to Althur Holler General Coast arrangements or Will Rogers memorial drive. to Althur Holler General Coast arrangements or Will Rogers memorial drive.

Marie Wilson, Warner contractee, was a supported to the latter recovering is back on the lot after recovering

mount.
Marie Wilson, Warner contractee, is back on the lot after recovering from injuries received in an auto accident.

accident.

Malcolm Stuart Boylan and Harvey, Gates bought 40-ft, cruiser from Anita Stewart and tagged it Collaborator.

vey. Gates bought 40-ft. cruiser from Anita Stewart and tagged it Collaborator. Ed Peskay and Ed Finney checked in from New York to arrange the Grand National convention at the Ambassador, May 16.

John W. Considine, Sr., Buddy Morris and Marian Sieber, Marlene Dietrich's daughter, have left the Good Samaritan after treatment. George Simpson elected prexy, Arley DeWitt, vice president; W. J. Michaelsen, treasurer, and Margie Vance, secretary, of the Fox West-coasters clump. Herman Robbins, prez of National Herman Robbins, prez of National Screen Service, and George Dembow guested 35 studio trailer editors and excess at Falm Springs. Tom Baily handled the party.

Pittsburgh By Hal Cohen

Harry Feinstein and Ben Brown off on 18-day West Indies cruise. Webster Hall has picked up Charles Stenross' option until June I. Charley Gaylord's crew replacing Bob McGrew band at Bill Green's. Polly Rowles has just had her option taken up for another six months of the company of the company for summer stock burlesque.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York. Chicago, San Francisco, Hollywood and London. Vaniery takes no credit for these news items; each has been rewritten from a daily paper.

East

Newest Atlantic City boardwalk game is played with micc. Coin trees a mouse into an enclosure similar to a pinboard game. Mouse ducks into one of the many holes. Hole entered pays off in merchan-disc.

similar to a binogra game. Mouse since one of the many-holes. Hole entered pays off in merchandisculey. Tooning, 25, stant cyclist with a motor circus, hart in Boston while trying to harde a truck.

Edward W. F. Finn, former tre usher, in court to obtain an anulment of his marriage to Gay Orlova, then on the stage but later associated with Lucky Luciano. He says it was purely a marriage of convenience—her convenience. She needed an American husband to remain in this country.

Lily Pons in a N. Y. hospital for observation. Possible kidney trouble and fatigue. Dreiser minus his ton-tillar to the stage but the same and the s

Lambert for clerical services in connection with his financial ventures.
First asked \$35,750, marked it down
\$15,000 and knocked five grand
colinat.

Jury found she had no
Leonid M. Lyafoff, director of theMali theatre, Moscow, laid off and
charried by Soviet with wrecking
the productions. House was famous
in the imperial era and has survived.
Asserted the director, through ignorance, spoiled the performance.

Asserted the director, through ignorance, spoiled the performance of
thived bees over WEEL Boston,
the keeper accidentally dropped one
of thived bees over WEEL Boston,
the keeper accidentally dropped one
of the two hives; releasing about
30,000 bcs. Wednesday (21) everning, Spent the rest of the night
with a smoke gun trying to reclaim
his, charges. He was stung about
30,000 bcs. Wednesday (21).
Clever idea, but not fully developed
for humor.
Robert Wallow, the 8 ft. circus
glaph state of the control of the control
and the control
an

American Revoluti as its official song.
Rainbow Room, Rockéfeller Center, institutes rhumba lessons. John Ward fronting and Glover and Vassar college and N. Y. university students to combine for a performance of Remeai's Castor and Pollux' in N. Y., May 1.
Quebec Judge has quashed an 11-months-old indictment against Ann Harding. Concerns her flight to England and charge made by Harry Two herefits for Stage Relief this

Harding. Concerns her flight to England and charge made by Harry Bannister.

Two benefits for Stage Relief this week. Friday afternoon Katharine Cornell will do Candida, while 'Xes May Darling Daughter' will play Sunderson will merge his orch with the Philharmonic-Symphony for one concert at the Stadium this summer.

Jewish theatre people gave a testimonial concert to David Sincoff at the Bronx theatre last nite (Tuesday).

Helen Kim Mont, oriental actress, killed herself in her New York apartment Saturday. At the time the apartment Saturday. At the time the apartment Saturday. At the time the apartment house was being stormed by invitees to a cocktail party, and it was assumed that she had senver the stage of the stage of

Bitmore, received severe cut in the data farm in active day. A three properties of the continued should be physician and continued should be proposed in the continued should be proposed as the continued should be proposed in the continued should

suit for more than \$65,000 filed by Constance Bennett for asserted dam-ages for a picture that was never produced. Ruling was made, judge s id, because G-B is urchasing Coast lalent, and thus neusraless in Cultorni

in ousness in Californi erine Corri Harris; his second, Mi-chael Strange (lanche Oelrichs), novelist, and his third, Dolores Cos-tello, actress. He will pay no ali-mony, but will clear up her out-standing debts, she said.

George D., actor, and Doro-thy Curtis received a license to wed in L. A. They said the marriage will take place next month. Miss Curtis, 22, is a non-pro.

22, is a non-pro.

Oliver Hardy filed divorce action
on L. A. against his wife. Action was
scaled but the comedian's attorney
said that the divorce was based on a
charge of mental cruelty. He said a
that the divorce was based on a
charge of mental cruelty. He said a
to the comedian and been madeing a separate maintenance, sult
against the comedian, filed six
months ago.

against the comedian, flee six months ago.

Mrs. Margery F. Nast won an uncontested divorce decree from her husband, Myron C. Nast, nephew of the cartonist, Thomas Nast, in L. A. Mrs. Nast is the daughter of the large two choilers are supported to the large two choilers are supported t

suit will be set for trial later, while the court ordered Beaumon to file an amended complaint.

Ruth Collier, Inc., sued Bruce-Cabot, actor, for \$25,833 in L. A. because he allegedly broke an agency contract. Before the asserted pact was broken, the agency says, Cabot had earned \$55,333 on which no commish had been paid and that after the repudiation he signed an agreement which will net him \$50,000, of which the agency claims of the command of the complete of the complete

MARRIAGES

Katherine Keller to Kenneth A.
O'Brien at Del Mar, Cal., April. 24.
Groom is with the United Artists
publicity dept. in N. Y.
Judith Schonzeit to Ben Pivar,
April 22, in Los Angeles. Pivar is
an associate producer at Grand National studio, bride is N. Y. costume
designer.

designer. designer.

Helen Nedospiel (Nedo) to Sam
Jack Kaufman in Detroit, April 22.
Bride a dancer now touring with
Ziegfeld Follies. Bridegroom is director of Fox theatre orch, Detroit.

A. T. & T. Takes First Reservation At N. Y. World's Fair; 3½ Acres

American Telephone & Telegraph

American Telephone & Telegraph was inked Monday (26). for erection of building occupying 139,400 square feet (about three and one-half acres). Price of lot was \$48,790. Figured that entire 75 acres of available building lots will be taken within next few weeks. A. T. & T. will use building for exhibit 'portraying fundamentals of the telephone system.' Company had previously purchased \$500,000 of World' Fair debentures.

Fair debentures.

ing to Grover Whalen, in prez, enough exhibit applications are already on hand to take three times the space available. Estimated 75 available acres will accommodate about fifty structures. No lot will be less than 5,000 feet square. No maximum limit, although largest planned at present calls for 362,000 square feet (eight and one-thir acres).

feet (eight and one-thir' acres).

exhibit L. based on
uniform square and frontage charges,
range from \$3,300 to \$\$9,000 icce.
For first 20,000 square feet price is
20 cents per square foot. For next
20,000 square feet price is 15 cents,
and for footage above 40,000 rate is
10 cents. Frontage rates vary from
\$25 for front foot on 'A' thoroughefares to \$15 for 'B' thoroughares
and \$5 for all others. Besides space
available for building sites. 450,600 20,000 square feet price is 15 cents, and for footage above 40,000 rate is 10 cents. Frontage rates vary from \$25 for front foot on 'A' thoroughars and \$5 for all others. Besides space available for building sites, 450,000

Allocation of New York World's square feet of floor space will be open in 25 or more buildings which Fair Corporation itself will erect in the exhibit section. Space will be priced at \$14 per square foot and is expected to bring \$7.531,018 revenue.

News of Dailies

(Continued from page 67)

Edith Mason, former prima donna of grand opera, was granted second divorce from Georgio Polacco, opera conductor, at Reno.

Frances Taucher, Czechoslovakian actress, returned here from New York after serving jail term for passport violation, to answer charge of passing fraudulent checks.

passing traudulent checks.

May Perdue, dancer, burned to
death when her hula skirt became
ignited. Police are holding Matthe
Donahue on a suspicion of murder
charge, alleging he set fire to the
skirt.

Diana Gi , lm actress, re-vealed her marriage to L. John Myers, film technician. Yuma, Ariz., in June of last year.

THE COLOSSUS

OF ALL

Dodson's Dates

Dodson's Dates
Greensboro, N. C., April 27.
Dodson's World's Fair Shows,
having wintered at Savannah Ga,
showing there for a week, end playing in Durham, N. C., for a week's
stand sponsored by Order of Redmen, is this week at the fairgrounds
in Greensboro, N. C., for Veterans of
Foreign Wars.

Bill Rice Renews Tombstone Days

Rice Renews

I Rice Renews

I Rice Renews

Ombstone Days

On Return Trip

Antonio, April 27.

Antonio, April 27.

I we will a specific and a Antonio, April 27.

Arrived here after an absence of erly's Minstrels and did our parade in t'mud. The theatre was the Schieffelin Hall, and admission was \$1, \$1.50 and \$2. Turnaway business. The Bird Cage, a honky-tonk with about 40 girls, gave us a party that night and barred all the home guards out. Sure plenty of soreheads that would have caused plenty of trouble if a bunch of hard-boiled in a that we had made friends with during the day had not kidded the life out of everyone that tried to storm the theatre. It is now operated as a museum by Mrs. W. N. Ewing, the hostess. The blowoff on stage is the old hearse that they carried, them to Boot-Hill Graveyard. The Tombstone Epitaph is still published. The Crystal Bar and gambling house looks the same as ever and still doing business. Abandoned mines, old time wagons, on display.

Passed Zieger's Shows in Tuscon, who were busy moving the show, as they had set up on the wrong lot. Everyone plenty, hot and bothered and had no time to visit. Called on Mike Golden at the Arizona State Elks Sanitarium, located in the hills outside Tugcon. Mike has bronchitis, but is improving rapidly and expects to return to San Francisco the first of June to ready things up for the 1936 Frisco Fair.

Golden was one off the first men to cash in on the war shows' in a big way and operated the Howe's Great London Circus in 1922 and afterwards the Golden Bros. Circus. Has operated a museum for some years in San Francisco. Reports enjoying visits from members of the Mel Voight State Fair Shows and Howe's Circus that just played the town.

Southern Automobile Club and the Chicago Motor Club have been ad-

Southern Automobile Club and the Chicago Motor Club have been advising everyone to avoid Arizona and New Mexico and with good reason. They have been putting tourists to all sorts of trouble at their ports of entry, and hotels and tourists cabins all have rules 'pay for another day if not checked out by 1 a. m.' I was in one that charged \$3 the day and saw a pretty battle by the owner and two men. They had checked in at 2.30 a. m. and started to leave at 2.p. m. when the owner demanded another day's rent. They not only did not pay, but liked to wreck the joint. They drove off and the proprietor went for the police. Don't know how it turned out, as I was leaving. Southern Automobile Club and the

leaving.

Beckman & Gerety Shows, one of Beckman & Gerety Shows, one of America's largest carnivals, just putting the final touches to, their outfit for the opening of the season at San Antonio's annual Battle of Flowers that opened the 18th. This is one of the best dates in the country, but to hold down the plazas they give away about \$16,000 worth of show and ride passes. Put that in your mipe and smoke it. Western State Shows play under B&G on the Haymarket Plaza, which they have done for past three seasons. for past three seasons.

Bill Rice as Cupid

Had a very good Cellophane Public Legal Wedding at Phoenix and one n. s. g. at Prescott.

J. Edward Brown has just closedhis engagement with the Dallas Exposition and signed up with C. C. Pyle to manage Ripley's Believe It or Not at Cleveland. He is now on a motor trip with his wife to Mexico City. Reports for work at Cleveland May 1.

Maude and Chas. Jamison, extroupers, operating the Lamar hotel in San Antonio. Their business has been practically capacity for the past two years.

Beckman & Gerety Shows jump from San Antonio to St. Louis for a

from San Antonio to St. Louis for a four weeks' engagement April 25. Some hop for a 40-car show. They report not one inch of concession

Brimful of Circuses

Ohio With Its Busy Factories and Mills Will Get 10 Tent Outfits in May

as a surprise to most show folks. J. Frank Hatch as usual added to his fat b.r. by withdrawing, but claims to have had a 'lot of fun' with his brief connection with the white tops. Stopped over night at Serra Blanca, Texas, on my way to San Antonio. My last visit there was 40 years ago when I had out 'The Scouts Revenge' under canvas. Town then had a population of 11. A general store, schoolhouse and the r.r. depot were the only buildings that could be seen. My show was coming west on the T & P and we took the S P east. Berg was so small I decided not to play, as I could at least save billing and salaries. However, my actors and band put on a show in the schoolhouse, and with the aid of the telephone grossed about \$30 at a buck a copy. Today has populathe schoolhouse, and the telephone grossed about \$80 at the telephone grossed about \$0 at a copy. Today has popula-

the telephone grossed about 90v a-a buck a copy. Today has popula-tion of about 1,000.

John R. Castle, late of the United Shows of America has out a 10-car carnival that he organized and opened before anyone in the racket bnew it.

Shows of America has out a 10-car rannival. that he organized and opened before anyone in the racket knew it.

Black Forrest at Dallas PanAmerican Exposition to have a water spec. in place of the ice ballet.

J. Edward Brown to manage Ripley's 'Believe It or Not' at Dallas instead of Cleveland. Rip's show there will be handled by Zambreno.

Pay As You Go

Tol 'Teeter now building 'Congo Jim's Junglecircus' which will be operated 'cafeteria style.' General admission will be 5c and the feature swimming monkeys and a grandled of the state of th

Canton, O., April 27.

Circus competition in the middle west will be fiercer this season than for many years. Within the next two weeks this territory will be the mecca of at least 10 circuses, two of the three major rail outflts and half dozen of the better known motorized shows, all striving to make the industrial areas first, while sixel mill and automotive plants are operating at peak schedules.

Tom Mix's motorized show is fully a week ahead of all opposition on its trek eastward, leading by a few days the newly formed Wallace Bros. circus, also motorized, which is banking on Hoot' Gibson. Wallace show is in the upper Ohio valley next week, coming in at Marietta, O., 24. After playing Cambridge, O., crosses the river to play Wheeling, W. Va., ahead of all opposition, then kirts the Ohio valley to pick up its annual stand at East Liverpool, 28. One other Ohio stand, Warren, and then into the greater Pittsburgh area for an indefinite stay, the trek cast having been called off temporarily. Mix, after a hasty swi out of the south, crosses Indiana and enters Ohio at Hamilton, then Springfield, into Columbus for April 25, first Sunday there in a decade, holding over for Monday, then moves eastward to beat the H-W show in the territory in many years.

H-W in Clney

The H-W show, still in a state of disorganization, is scheduled to play Cincinnati, May 1-2, and billing is up. So far there has been no signs of the advance car in eastern Ohio although agents have requested permits at Canton, Youngstown an Akron, with the latter city set for May 5. The new independent, believed put out only to worry the Coleshow, will continue to play the rerivaler H-W route in recent years, with May 15 date set at Washington, Pa. It is believed this show will make ne fioris to get into the east, along with a half dozen others headed for the New England territory now.

Charles Sparks brings his Downe show out of West Virginian next week end into the barn in the red. Russell Pros., with Zhearen remensylvani spots, with the east in min

afteer opening this week at Rolla,

after opening une model of the concluding its Stadium engagement at Chicago, picks up a few Indi stands, comes east as far as Lima, then doubles back to Indianapolis for a two-day engagement, after which the route is being guarded secrecy.

Circus Routes

Week of May 3
Al G. Barnes-Sells
Vallejo, Cal., 3; Santa Rosa.
5-6; Petaluma. 7; Stockton. ros.-Beatty

Chicago. Hagenbeck-Wallace-4 Paw Chicago.
Ringling Bros.-Barnum & Bailey
Boston, 2-8.

MADE P. A.

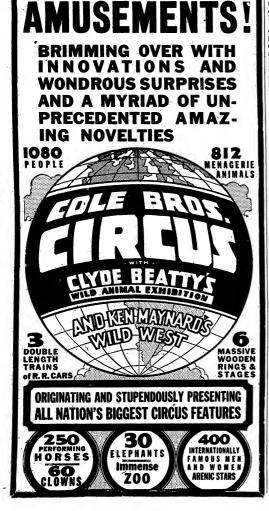
Lincoln, April 27.
Barney Oldfield, Vantery scribe
here, assigned this week to press
agent state fair, in addition to duti
on local State Journal.

HAROLD

And HIS WIRE

COLE BROS. CIRCUS

SEASON 1935-6-7



A Peek Into Wally Simpson's Balto Bedroom OK B. O. at \$1 a Look

Baltimore, April 27. Mrs Wally Simpson's former home at 212 East Biddle street has finally been opened to the public at \$1 a crack. Nothing in the house, personally associated

famous Baltimorean except some charts showing her family Rest of exhibits made up of

nest or exhibits made up of oil paintings of the lady and the Duke of Windsor, statuettes in glass cases, copies of newspapers carrying accounts of the abdication, and a symbolic mural built around Edward's famous line, I find it an impossible burden without the woman

wards tallouds methout the woman I love.

ighlight of visit, conducted by guides, is a peek into the bedroom formerly used by Wally. The big bed, however, which dominates the room, it is pointed out, was not used by the lady. But there's the room he slept in, and you've got to see it from the hallway, as the doorway is roped off.

The Biddle street house, for years a rooming house, was bought by a corporation headed by Sam Schleisner, proprietor of a local specialty shop, at the time Wally's name started hitting the front pages. Looked like gamble would be okay when indications pointed toward the former Baltimorean becoming queen. Turned down all kinds of offers, some made on condition house could be removed brick by brick to amusement parks and exposition grounds. Latter idea caused considerable criticism and caustic cracks at civic pride.

criticism and caustic cracks at civic pride.

When Edward abdicated, Schleis-ner thought he made a bad buy and started looking around for another rooming house lady to take the premises off his hands. Persistions about Wally, suggested present setup with opening this week.

Trade since opening has been fair. Future biz, it would seem, dependent upon whether mere entrance and peek into house alone is worth scale set. As set up at present, contents rather flat. Inclusion of some genuine Simpson-Windson memorabilia would help considerably.

Fair showmanship in roping off that bedroom, though.

No Likee Strippee

St. Louis, April 27.

St. Louis, April 27.

The irl in the Moon, side show attraction at carny operated by Dee Lang, East St. Louis, Ill., was more than a strip-tease act—it was downright indecent according to local cops who pinched two dancers and three men last week.

Lang's carny, operating in North St. Louis, was going full blast when gendarmes in plainclothes witnessed act of Mrs. Peggy Schuette, 21, and then dilled the wason. Besides dancers and Lang conjuged Henry Meier, ticket taker, St. Louis, and Raymond Bixler, ticket seller, Washington, Ind. All are scheduled for appearance in police court Thursday (29) to answer charge of giving an indeto answer charge of giving an inde-cent performance.

Million Dollar Pier. A. C., Restored Its Records

Atlantic City, April 27,

Atlantic City, April 27,
The Associated Realties Corp,
operator of the Million Dollar Pier,
was granted in federal court at
Camden Monday (26) release of its
assets from the trustees, who have
been managing the corporation during reorganization under 77B of the
Federal Bankruptcy Act, Judge John
Boyd Avis ordered the trustees to
turn over assets, books and all affairs of the pier company to the
corporation, and at the same time
ordered \$9,000 to be paid by the
trustees for attorneys and appraisers
fees.

trustees for attorneys and appraisers fees.

The court also approved payment of a joint \$4,500 fee to attorneys for the pier corporation and \$3,500 to be divided between five attorneys representing bondholders. Application of the three appraisers for \$1,500 for their work in setting valuation of the pier property was cut of \$1,000. Their appraisal held the pier to be worth \$990,000.

The Pier Corp. applied to the court in October, 1936, for authority to reorganize under the bankruptcy act and Judge Avis has since approved the reorganization plan.

20G to Pick a Beaut

ity. April 27

There will be another Atlantic City beauty pageant in September and John Hollinger will again direct the fete with the help of the Variety Club of Philadelphi

Mayor was appointed to head the Mayor was appointed to head the pageant committee and Lenora Slaughter, his secretary.

A budget of \$20,000 is expected to be voted to finance the show.

Signing Up i 'Frisco

San Francisco, ril 27. San Francisco, ril 27.

Possible shortage exhibition space loomed here today as hundreds of organizations moved to complete plans for bringing their products before the eyes of the buying public at the 1939 Golden Gate International

Applications for concession space now total 691, representing approxi-nately 850 units, it was reported by

P. C. SHOWMEN'S DRIVE

Los Angeles, April 27.
Pacific Coast Showmen's associaion is launching a membership

LINC'S PARK SEASON

Lincoln, April 27. Capitol Beach, amusement park ere, ill open about May 14 this here, year.

Construction of a new dance pa-vilion is well on the way.

NSG If the McCov

Though first time in circus annals, act in the Ringling-Barnum & Bailey circus at Madison Square Garden, N. Y., prays for rain every performance. Troupe of 14 Hopi Indians does sacred dance of snakes for every show. Supposed to bring rain.

Wet weather is traditionally cyanide and acid to circuses. In view of the abundance of rain last couple of weeks, some speculation whether tribe will be taken along when show goes out under canvas.

TEXAS TRICK ALL NOVICES

One of the most unusual community enterprises i the Gainesville (amateur) gets ready for i eighth season April

ready for i eighth season April 28-30.

General Agent A. Morton Smith, who is city editor of the Gainesville Register in his spare time, reports five new acts: Triple aerial bar turn. Leon Glimore, Jr.: high school student, is the catcher. Flyers are Bill Ritchie, light company, employee. Carl Stewart, filling station attendant, and. Newman Shelle, 14-year-old schoolboy. Ritchie does double somersault to catch. Marjorie Mitchell, 18-year-old igh school girl, does tooth hold 40 feet high, slides 150 feet to ground. larence Gilmore, high school boy, walks ightrope to top of center pole and does backward slide to ground. Doris Marie Norman, seven-year-old moppet, works on trapeze 25 feet up, without a net. Two two-horse liberty acts have been developed by Jerome McKinney, district telephone company manager, and Verne Brewer, truck line operator.

None of the 110 performers are

None of the 110 performers are paid. The only persons who receive compensation are the professional trainers, who work during the winter, and the laborers, who pitch and fold the tents.

fold the tents.

Circus takes to the road like professional outfits in its own trucks.

General Agent Smith reports that the show will play a fair date at Greenville, Texas, May 4, and other undated engagements include Abilene, Paris and College Station, Texas, and Ardmore, Oklahoma, in addition to two appearances at the Dallas exposition.

Wants a Sticker

Charlotte, N. C.,

Groundwork for permanent Charlotte fair, with buildings valued at from \$100,000 to \$200,000, was laid when directors of the Carolinas Ag-ricultural fair met at the Chamber of Commerce to plan the fair for this fall. Bill Arp Lowrance was elected manager of this year's fair.

Plans for establishing permanent fair property will begin with devel-opment of interest in the event among leading citizens of Charlotte and neighboring cities and counties.

Cleveland Expo Dress Rehearsal Ready Well Ahead of Opening 29th

LATE START NO BAR TO R-B & B INTAKE

ingling-Barnum & Bailey circus in its final week of a 24-day date at Madson Square Garden, is havi its best New York engagement since 1928, according to Samuel W. umirector pertz, the show's managi

pertz, the show's managi irector. It is now certain that the earlier date of the Cole Bros-Clyde Beatty condensed show at the Hippodrome in no way affected the big show's draw. Because it was shut out of Easter week, it was thought the Ringling outfit would not equal last season's improved takings, but the advance sale at the opening was claimed to be the strongest in seven years. Friday nights, both Saturday performances and Sunday matinees have been turnawaya.

Show moves out the Garden after Saturday night's performance, and plays Boston's Garden before taking to canvas in Brooklyn.

Philly Outdoors

iladelphi , April 27.

Willow rove and Woodside,
Philly two major outdoor parks,
are now both open, former just making its 1937 bow this week-end.
Grove ill only be open Saturdays
and Sundays until Memorial Daybut Woodside is open daily
Willow Grove started off. Sunday
with Frank Sciuth m.c.ing his stage
show in the musical pavillion. Next.
Saturday night Jim Fettis and his
orch are announced to play i the
ballroom.
Woodside featuring amateur

ballroom.
Woodside featuring amateur radio audition contests on Thursday nights with Jack Steck in charge as m.c. He will also present a kiddies hour Sunday afternoons. Kathleen May, soloist, and Pagana, violist, were other features Sunday in Sylvan Hall, park's auditorium.

Made Lion Mad

Dallag

Mrs. Norma Edwards was awarded \$320 compensation by a jury here (18) as result of injuries she received (18) as result of injuries she received from a lion in a cage act last. September at the Texas Centennial, She had asked for \$8,885.

Testimony during tri imed dancer had stepped on the lion's tall during the act.

STRIKES SWITCH DATES

STRIKES SWITCH DATES
Atlanta, Ga., April 27.
Royal American Shows opens tomorrow (28) on what amounts to a
11-day pop date for Atlanta.
Cancellation of Gadsden, Ala, and
Chattanooga, Tenn., dates due to
labor troubles; caused last-minute
itinerary switch and carney decided
to pick up what it could in Atlanta
for 10 days.
Carney is skedded to play Memphis Cotton Carnival after finishing
up here.

Cleveland April 27

Cleveland, April 27.

Reopening date of Cleveland's

Great Lakes Expo is less than five
weeks off, but construction work and
rehearsals are going along so
smoothly that Lincoln Dickey, g.m.,
says it will be definitely ready for a
dress-rehearsal about two weeks before May 28 ceremonies.

fore May 29 ceremonies.

Illy Rose nearly has entire cast for his 'Aquacade' water spectacle, to be staged in a huge theatre-restaurant on lake front. Eleanor Holm and Johnny (Tarzan) Weissmuller, already signed for leads, being supported by Bob Lawrence, raditenor; Fraxee Sisters, the Eight Men of Manhattan, appearing on 150-foot stage in front of 50 chorines; picked and trained by Aileen Riggen, former Olympic diving champ.

and trained by Alleen Riggen, former Olympic diving champ.

Special swimming talent lined in consists of Ray Euling and his trained seal, Dick Degener, former springboard champ; Stubby Kreuger, water clown, and Walter Dare Wahl as aerobatic comedian.

John Murray Anderson has been commuting between Fort Worth's Frontier Fiesta and Cleveland's centennial, directing its rehearsals. Most of the routine work of directing is done by Bob Alton, Lauretta Jefferson and Chickie Milang, his assistants. Dana Suesse has already composed show's theme song and two other tunes. Production also conlis for 536 costumes as well as four sells for 536 costumes as well as four sells for 536 costumes as well as four sets designed by Albert Johnson. Novel water sprays that will net as curtains and lighting effects are slated for trrouts about May 15.

Sherwin-Williams Paint Co. has bought sponsorship of Expo's revamped Radioland, which was moved down to a new lake front site. Myron Roman named musical director of a 16- icce symphony or-chestra. Singing Lady' and Girl Alone' are radio attractions set for its orphans' day party.

Advance Ticket Sale

Advance Ticket Sale
Advance ticket sales started last
week, when 1,850,000 coupon books
were put on stands; 400,000 more issued than in last year's edition. In
1936 exactly 1,250,000 advance tickets were bought up within three
days. Books composed of four gate
admissions and stubs for seven
amusement concessions, valued at
4,50 are selling for \$2.50 up to
opening date. Concessions specified
in books are 'Winterland,' a new ice
spectacle: 'treets of the World,' Billy
Rose's Pioneer Palace, Tony Sarg's
uppet theatre and the Horticultural
Exhibit.
Cliff Wilson is bringing in a new

puppet theatre and the Horticultural Exhibit.

Cliff Wilson is bringing in a new snake show to Al Shaffer's Midway section. Other new exhibits already contracted are Crystal Maze and Fountain of Youth by Sterling Amusement Co., R. J. Zouary's exhibit of embryology renewed; ditto for Fun House by Miles Amusement Co.; Capt. F. J. Christensen's submarine; motordrome by John H. Branson; old Mexican exhibit by Pan-American Society, of Tropical Research; Herman Pirchner, owner of two niteries, will reopen his Expo Alpine Village and is dickering for Showboat operated by Theo DeWitt Inst year. L. Nazaar Kurkdjie building up 12-plece concert ensemble for Pirchner's new project.

KEN MAYNAR

FEATURE OF

COLE BROS. CIRCUS

OBITUARIES

MRS. CHAS. D. COBURN
Mrs. Ivah Wills Coburn, whose
career as an actress spanned 35
years, died of influenza in New York
April 27. She was credited with
playing over 300 roles. Her husband
and co-starring stage partner; Charles
D. Coburn, and her mother survive.
Mrs. Coburn was born in Apple.
Mo., and made her first stage,
appearance with E. H. Sothern, in
Hamlet in 1900. Her travels included that leading lady with
Proctor's Stock Co., and it was while
on a southern tour she met Coburn.
After, several years of trouping, together in Shakespeare they were
married in 1906 in Baltimore. In
1935 the pair at the invitation of
Union College, Schenectady, established the Mohawk. Drama Festival.
Among their Broadway productions
together were The Better Ole, 'The
Yellow Jacket,' The Farmer's Wife'
and 'Lysistrata.'

GEORGE FIELDS

GEORGE FIELDS
(Honeyboy)
George Fields, 42, the Honeyboy
of Honeyboy and Sassafrass, radio
act, died in the Pennsylvania station,
New Yor, April 25, of a heart attack. He had come in from his home

tack. He had come in from his home in Bayside to consult a physician and was stricken on the platform. He ran away from his home in Grove Spring, Mo., when he was 16 to go with a pony circus, and had been active in amusements ever since, playing vaudeville and musical shows. He has been in radio since 1934.

Survived by his widow.

Lucy Beaumont, English actress, known best through her playing of mother roles in films and on the stage, died in New York, April 24. She had been on the American stage for more than 20 years,
She played in both the stage and screen version of 'Berkeley Square,' and was opposite Walter Connolly in 'The Bishop Misbehaves.' Her last appearance was on the Ripley air program, April 18.

BLANCHE SHARP HANDYSIDE
Mrs. Clarence Handyside, known
on the stage as Blanche Sharp,
widow of the late Clarence Handy
side, died in New York, April 24.
Her last New York engagement was
in 'The Fool' in 1922.
With her husband she had played
much vaudeville ard stock time during the 30 year's of their married
life. She is survived by a brother.
Interment in Kensico.

ARTHUR CAREW.

Arthur Edmund Carew, 52, stage and screen actor, committed suicide April 22 in an auto camp in Santa Monica, Cal. Identification was made by G. H. Arman, brother, who asserted that Carew had been a patient in a rest home for some time. Latest of the actor's pictures was 'Madame X' release .by Warners in 1932.

urvivors include his mother and

CAROLINE H. BARTHELMESS
Caroline Harris Barthelmess, mother of the picture star and herself a former actress, died in New York April 23.
As Caroline Harris she appeared with Mrs. Fiske in 'Mary Magdalene,' and was the president's wife in 'Lincoln at the White House.' Later she played with the Percy Haswell stock company and for the Shuberts.

HARRY F. BROWN

Harry F. Brown, 52 years old, veteran actor of Minneapolis, Minn. died at his farm home near Cylon. Wis. After 20 years on the stage Brown turned to the grocery business in Minneapolis. He began his stage career with the old Boston

nedy company.

wife, two sons and a daughter

STELLA MORAN
Stella Moran, of the vaude act of
Moran Sisters, ith her sister, Anna,
died suddenly in Water try, Conn.

April 15.
For years the harmony singers were with Viola May in 'Miss Dumbell' and as youngsters were with Maude Daniels i 'The Rising Generation.'

Interment at Milford, Conn., her

ABRAHAM GREENBERG

raham Greenberg, 76, formerly His cited with the Stanley theatre

company and operator of houses in Camden, N. J., ied April 23 at his home in Cam

LEWIS P. NEWHAFER

LEWIS P. NEWHAFER
Lewis P. Newhafer, Sb., manager of
the Bajaban & Katz Tower, died in
Chicago April 25.
He had been in show business for
the past 30 years, the last 18 years
in Chicago with & K. He was
former president of the B. & K.
Employees' Ass'n.
Widow. and two children survive.
Burial in Chicago.

MARGARET SAYRES

MARGARET SATRES
Margaret Sayres, 69, veleran character actress of the legitimate stage, died at an Asheville, N. C., hospital April 15. Miss Sayres had been in ill health for the past two years.
Upon her retirement from the stage more than 18 years ago, Miss Sayres went to Asheville for a visit and remained there to make her home.

THOMAS McGRATH

THOMAS MCGRATH
Thomas McGrath, , ied in New
York, April 22, of a complication of
diseases. He had been in the original casts of The Romany Rye,'
Lights o' London' and Gillette's
'Sherlock Holmes.'

ELIZA NESTEL

ELIZA NESTEL

Eliza Nesslel, died in Fort
Wayne, April 25. With her brother,
known as Commander Foote, she
joined a lilliputian company in 1861.
Known as the American Lilliputian
Co. the little troupe toured for a
number of years.

"Her brother died eight days previously.

GERTRUDE HALL

Mrs. Gertrude Hall, 46, seven feet tall, known in carnival circles in the South, died April 20, at Woodruff in Spartanburg County, S. C., where her company was playing an engagement. Burial in Woodruff. She is survived by her husband, David Hall.

MELVA WILDE GROVES

MELVA WILDE GROVES
Mrs. Melva roves, former opera
singer, died April 18 in Minneapolis.
She was a member of the Henry
W. Savage Opera company of New
York and sang in Albert hall, Lon-

don.
Survived by one brother and one sister. Burial in St. Paul.

COLIN CHASE

Colin. Collings, 51, known profes-sionally as Colin Chase, died April 24 in Los Angeles. After many years on stage he did character parts in pictures. He had been inactive past year, due to paral-ysis attack, which caused his death,

CLAY M. GREENE

CLAY M. GREENE
Clay M. Greene, 65, of Chicago, general agent for the Goodman Wonder Show of Raleigh, N. C., died suddenly early Sunday morning, April 18, while riding from the show grounds to his hotel.

HENRY C. NEVIN
Henry C. Nevin, 83, a musician for
67 years, ided at his home in Newcastle, N.

castle, N.

Nevin had been a director of bands, and orchestras for half century, but had not been active in music the past few years owi his advanced age.

FREDERIC HOPE

FREDERIC HOPE
Frederic Hope, 37, associate rt. director at Metro, died April in Los Angeles following appendectomy. He joined Metro in 1924, moving over from United Artists. Widow, and three children, sur-

Gus HILL
Gus ill, 78, for
year: an important figur in the
theatre, died in New York, ril 20,
of a heart attack.
The story of his car
the vaudeville department.

CATHERINE LIPPERT MENCHES Catherine Lippert Menches, 69, wife of the late Frank Menches, outdoor concessionaire, died April 15 at her home at Akron, O. Two dau

ters and a son survive. EUGENE REDDING

Eugene Ribidoux, professionally known as Eugene Redding, died sud-denty in Montreal last week. His widow, Eleanor Sydney, sur-

St. L. Burley Sign-Off

St. Louis, April 27.
Garrick Theatres, town's only burley house, operated by Bill Pickens,
has shuttered after 32-week season,
longest in several years.
Season just ended was 11 weeks
bouger than 1935-86, when house
closed when prolonged seige of bad
weather developed after Jan. I Garrick
ill be redecorated for August opening.

Philly Burley Season Closing This Week

iladelphia, April 27.

iladelphia, April 27.
Philly's best burley season since 29 rings down final curtain this week with closing of Shubert and Bijou. Troc will remain open all summer, shifting from road shows to stock about middle of May.

Managers Lew Martin of Bijou and Jules Arliss of Troc agree that Max Wilner's opening of former legit Shubert as burley house was best thi that could have happened to biz in this town. They say it was responsible for revived interest which created larger burley and brought them customers.

Shubert had Ann Corio here as feature attraction for 12 weeks of season, four weeks at beginning and eight weeks later. Latter is longest single stripper ever stayed in theseparts and drew biggest grosses in memory.

Top Shubert gross this season was \$13,000. Average was about \$6,000. Troc and Bijou regularly hit about \$4,000, with top at \$7,000.

Gilbert's Chez Burley Postponed Until Fall

Postponed Until Fall
Complication of troubles has postponed the opening of Allen Gilbert's
Chez Burlesque, itery on West 52nd
Street, N. Y., until around Sept. 1.
Original license trouble, because of
adverse advance publicity, was overcome, but growing anti-burley sentiment in town and nearness of the
hot spell "ake it unfavorable to
open at present.
With a little outside dough,
bert, Max Wilner and Emmett Callahan, all connected with the Apollo
theatre, started the venture which
to date has cost alout \$20,000. Decorations, etc., range from an upholstered bar resembling a bed with
posts and a canopy, to giant size gals
gams for staris baldstrades. Gilbert,
creator, is considering offers to go to creator, is considering offers to go to Atlantic City, Cleveland and Chicago to open or lend his name to similar joints, says promoter,

Independent Burlesque

Week of May 2 'Pepper Pot Revue'-Cash

Tepper Fot Revue—Calin IttaTano Hat Revue—Gayety Chainnail,
Parlion the Glamout—Bialto, Chiego,
Ladles in Lingeile—Casino, Toronto,
Merry Maidens—Troc, Philadelphia,
Merry Maidens—Troc, Philadelphia,
Merry Maidens—Troc, Philadelphia,
Merry Maidens—Troc, Philadelphia,
Merry Maidens—Campter, Newark.
Toyland—Giyety, Washington,
Toyland—Giyety, Washington,
Toyland—Giyety, Danies—Gayety, Detrolt.
Mothing But Danies—Gayety, Detrolt.

VINCENT BRYAN

Vincent Bryan, songwriter, about di in Hollywood ril 27. 57, di in Hollywo Details in music dept.

Hannah Ettling, ied April 18, in San Francisco, was the mother of Harry Ettling, stage man-ager Golden Gate theatre

M. F. Cunningham, 76, father of Jack Cunningham, Paramount studio writer, died in Los Angeles April 22. A daughter also survives.

Mrs. Louise K. , mother of Donald Dwight Davis, president of WHB Broadcasting company, in Kansas City, April 24.

Mrs. Carlyn Gillingwater, 63, wife of Claude Gillingwater, stage and screen actor, died in everly Hills April 22.

of Walter Scott Mayo, for United in Hollywood, Artists,

Mother of Ray Doyle of General Talking Pictures died at her home in rooklyn, N. Y.

Mother of George Choos, New York, April 25.

Burlesque Reviews

AVENUE. DETROIT

AVENUE, DETROIT

Detroit, April 22.

ituated on lower part of Woodward avenue, house has been snaring burly patrons for well and 22 years and rates as Detroit's oldest striptease spot. Operated by Arthur (Clamage, who likewise runs another of Detroit's four burly houses, the Gayety, which at present is the local Minsky wheel outlet.

Avenue has been plagued for several years now by lack of other attractions on that part of Woodward avenue which once was hothed of consequence moved far uptown long ago.

avenue which once was hothed of consequence moved far uplown long ago.

But through it all, house continues to plug along with fairly good activity at the b. o. and better stuff in side. Shows, continuous, run roughly and upload and all the side. Shows, continuous, run roughly and upload and all the side. Shows, continuous, run roughly and upload and all the side of the side of the side. Shows are paed to show a verige talent.

Pelers, five comely gals with s. a., are topped by Gay LaBal. Others are platinum-blond Dardenella; Virginia Lane, brunet; Dohraldina, a blonde, and Helen Wells, brunette. Miss La Bal is especially sock in this department, and she has plenty to show. Singing is provided by Hene Sparks, who's been studying for but teams up with Sid Gold to offer several nifty vocal numbers throughout show. Line of 13 gals, not exceptional, on several times aided by flashy costumes. Lillian Hunt handles the production end and turns in a nice job.

Comedy at show caught. (22) very tame and disjointed. Latter accounted for by fact. Billy (Boob) Reed. The significance of the significance of the significance of the significance of the runway, thereby hypoing interest of bald-headed guys in front rows at least. House seats 900 and fairly filled at show caught. Pete.

ROUND STRIP TICKET

(STOCK) (Princess, Youngstown,

Youngstown, O., April 23,
More comedy than usual prevails
in the newest stock revue. Round
Strip Ticket. One of the most ambitious efforts to date abounding with

in the newest stock revue. Round Strip Ticket. One of the most ambitious efforts to date abounding with entertainment and affording opportunity, for every principal to get across with the audience.

Buddy. Kane, and his teammate comic, Charlie Holloway, with the assistance of straight Jimmy Murray, Bob Evans and several of the girls offer several new gags that comic characteristics of the several new gags that several of the girls offer several new gags that so the several performance.

Perhaps house gives revue its title as a jest for the tease attractions, though of a good variety, have changed little from the previous revue, 'Midnight Follies.' However the stock cast stages the new production well and at a fast pace.

Alleen Randolph and red-haired bretty and the several partons.

Other tease numbers well done by Jean Jones, with horal patrons.

Other tease numbers well done by Jean Jones, with loval patrons.

Other tease numbers well done by Jean Jones, with horal patrons.

Other tease numbers well done by Jean Jones, with horal patrons.

The several production of the several production of the several production of the several posentially in the several posentially in making it better than the average burlesque entertainment.

Mack.

OXFORD, B'KLYN

OXFORD, B'KLYN

Like all the others around town, Oxford is coasting along on its comedy because of the anti-peel pressure being exerted by morals guarden being exerted by morals guarden between the second oxide the second oxide

son in current burlesque. All three reach way down for laughs which

son in current management and three reach way down for laughs which seldom come.
Gordon Clark, crooner- iped juwe is the hit of the show. Guy has more duds than the Duke of Windson, or so it would seem. Every appearance, finds him dressed in me rags, ranging from morning attir, striped pants, etc., to tails, tuxedo, mess jacket, business and lounge suits. Looks to be burley's best-dressed man, although unappreciated by lowbrow audience who finds his-entrances part of the comedy. Teddy Blair, another si ing juve fills the groove. George ose, straight, is grove. George ose, straight, is

Girls from Toyland

Girls from Toyland

(CASINO, PITTS.)

(CASINO, PITTS.)

George Jaffe's going after clean burlesk, with an eye to growing femme trade, and he's getting it. In case of 'Girls From Toyland,' also getting one of dullest.

Wheel shows of the season the state of the season that it is the season that is the season the season that is the season that is the season that is the season

was doing, and in the same manner, to decade ago and in the same manner, to such a such as the same manner, to the same manner, to the same manner, to the same manner, to the same manner, and the same manner, and the same manner are the same manner, and the same manner and the same man

Bowes units around year, Jaffe's still cutti the wheel shows down to 75 minutes for his combo policy of shorts, newsreels and cartoons and burlesque. Sort of a Trans-Lux-Minsky. Cohen.

A. F. M.'s Reno Nix

Hollywood, April 27. Reno has been designated as for-bidden territory by Joseph N. Weber, A.F.M. prez, due to wage worki condition dispute. Members of all locals are forbi-den to accept engagements there.

Korda Due

(Continued from page 3)

Also, Korda's plans are stated to include the possibility of a new distributing organization in London

include the possibility of a new distributing organization in London comprising himself, Basil Dean and Herbert Wilcox.

This might necessitate Korda's abandoning his London Films Co. and producing under another title. Recently Korda stated for publication that producers have to pay to much for distributing which throws a somewhat corroborative slant on the above.

orda's Peeve Hollywood, April 27.
Rumors that Mary Pickford.
Charles Chaplin and Douglas Fairtbanks, Sr., were severing thir connections with United Artists are denied here. However, principals in this report and other members of the UA setup will call a meeting in N. Y. shortly.
Understanding is that Alexander Korda, who is due over from London, is hot under the collar regarding the financial assistance being griven Walter Wanger. Korda feels that as an owner-member of the setup he is entitled to coin privileges over Wanger, who is adequately financed by UA, while he can't get all the money he needs.

MADRID MADNESS

(Continued from page 66)

and appears in Madrid representing a yeana paper.

The head of Madrid's Red execution squad is Juan Llardo, who thinks only in terms of the revolution. He spares no enemy and, after naving killed his own brother, is jooking for his father, upon whose head a reward of \$50,000 has been placed. There are indications that information is leaking to the place of the place

GOD SAVE THE QUEEN

Parse comedy in Pasadena, April 20.
Farrs comedy in Pasadena, April 20.
The Essadena Community is processed, 20, 247. Glimore Brown, supervising rector; adapted by Frederick Jackson fre a play by Ladislaus Fodor, directed Lenore Shanevise.

Lenors Shanewiae.

Jenn Villand. Gaston Valcourt
Porter & Hotel. Ferrita Taylor
Princess Pinatotski. Florence Bates
Protenans Pinatotski. Florence Bates
Footmans Exarton Booth
Booth Santonitski. Barton Booth
Barroness Dorkinska. Janet Scott
Gunetes Anaberg Mary McName
Queen's Chambertain. Frederick Blanchard
Gunet Santonitski. Charles Sassoon
Olga. Mildred Young
Guarde. Jack Nolcon, William Pullen

Sheriffs

(Continued from page 1)

ight men and women operators vere arrested.

Bans Binge
Cleveland, April 27.

Cleveland, April 28.

Cleveland, April 27.

Cleveland, Cleveland,

THEY WHAT THINK

Ghost Vocalizers Hollywood,

Ghost Vecalizers
Hollywood,
Editor, VARIETY:
Your story last week on Buddy
Clark's vocal alter ego for Jack
Haley in Wake Up and Live reminds me of the Metro studio which
had put Marjorie Lane, singing
with Phil Ohman's band, under contract to protect Eleanor Powell. It
wasn't until a studio attache pointed
out the hazard of what would happen if Miss Powell were to 'sing'
with another type of voice that the
Metro executives realized the wisdom of thus protecting themselves.
And, of course, the vocal doubling
for ichard Barthelmess, Myrna Loy,
et al. in the pioneer soundfilm days
is now ite well known.
Please use my initials only.
J. J.

Upping Admissions

New York, April 20.
Editor, Variery:
Am not i the habit of writing letters to the editor, but it seems to me about time that a voice was raised at the artificial brake imposed

raised at the artificial brake imposed by the government upon the recov-ery of the theatre industry. With taxes admissions starting at 40c; a large number of theatres cannot profitably raise their present evening prices which are at that fig-ure, today. I know of any number that could get 45c without the least difficulty, as do you. But the assimine provision of the the tax law which provides, one cent

difficulty, as do you.

But the assinine provision of the the tax law which provides, one cent of the reach 10c or fraction thereof... where the amount paid for admission is in excess of 40c... automatically prevents any exhibitor from raising his prices where his top is, today, 40c. If his admission were 45c, his tax would be 5c—certainly out of the question. The only way an exhibitor can reap his share of the present business improvement is to raise his price to 50c, thereby netting a nickel by raising 10c.

No theatre, to my knowledge, charges an admission price between 40 and 50c today. The government is not in receipt of 1c of taxes from admission prices in this range. Were the split figure raised to 45c, no now would lose except the customer, and he is ready to pay the raise.

Let's have it!

A. T. Kaplan.

He Vives U. S. Commercials
New Orleans, April 21.
Editor, VARIETY:

He Vives U. S. Commercials
New Orleans, April 21.
Editor, VARIETY:
I have read interest the article published April 14, entitled, Radio Needs Smart Answers.
Particularly with regard to the paragraph starting, Schools, colleges, and club women constantly talk about the alleged superiority of the British system of broadcasting.
In this regard, I would like to state that my wife, who is Englishborn and bred, spent several months in London during the summer of last year. During this time, she had ample opportunity (which she used) to listen to British programs. On her return to America, she made the following emphatic statement, Give me the America spestem of broadcasting. Put all the advertising on it you want, and I will gladly listen to every word rather than see British system adopted in America. I would add, that I spent this last Christmas, and part of January, it London myself, and heartily endorse that opinion. I might mention also that a few nights before my return to America, I listened to a program on BBC, picked up from a London vaudeville house, which, had it been broadcast over an American station, would have cost any program director his job, and in all probability would have caused the station. C. Pritchard.

Cen. Mgr. Station WWL.

C. Pritchard, Gen. Mgr. Station WWL.

Burly As A Training School New York, April 21.

Editor, VARIETY:
What has the drama to offer What has the drama to offer a youngster seeking stage success? Where can the theatrically ambitious find a foothold to gain a start toword developing stage acting talent? Times Square is the only logical locale for the legitimate stage center, of the U. A., but what is happening?

cale for the legitimate stage center of the U. A., but what is happening?

Many of today's legitimate plays are top-heavy with film names who use the stage as a fill-in part-time ers are in a position to demand betaepending solely on the legitimate for a living, all but few plays survive long enough to establish the legitimate field as one assuring them.

of a comfortable and profitable livelil

lihood.

As one who has been guaranteeing and paying actors and actresses for 52 and more consecutive weeks of 52 and more consecutive weeks of 52 and more consecutive weeks of 52 are with the Billy Minsky Republic burlesque theatre, I believe I can say that the medium with which I am identified is the only one offering an opportunity to those who feel that the stage is their destiny. Here we have comedians and performers who were cutstanding players with the Shuberts, Ziegfeld, and other leading Proadway impresarios. In addition, outstanding players with the Shug-brits, Ziegfeld and other leading Broadway impresarios. In addition, we are presenting headliners of the days when vaudeville was a pros-perous and flourishing enterprise. Still in their prime, these entertain-ers found themselves deserted, high and dry, with no place to earn a dollar in an industry which had aken all their time and effort and had left them without ability and training to successfully compete in other fields.

More, we audition young talent each week because, despite all this talk of strip-tease and raw humor, there are entertaining, amusing and clean-cut acts appearing at each and every one of the shows at the Re-public. Singers and dancers, dance teams and novelty comedy acts are-auditioned daily and many of these secure long term contracts on the Billy Minsky circuit, which includes theatres in Brooklyn, Boston, Miami and Hollywood, in addition to our N. Y. spot.

The recent attention centered upon strip-teasing has overshadowed the

The recent attention centered upon strip-teasing has overshadowed the fact that the lively stages of the Republic and other burlesque theatres represent about the only wide-open opportunity for stage tyros to gain experience and actual theatrical training

training.

I will concede that here at the The second control of the second control of

In this connection, I believe I can safely predict, now that the stage is so anaemic in the development of talent, that it will have to be burlesque with its guarantees of permanent, steady work, before theatrical crowds, from which the stage stars of the future will be trained and developed. developed.

Edward Weinstock, Managing Director, illy Minsky Enterprises.

Phil Ohman Explains Los Angeles, April 25.

Editor, VARIETY:
Item in current VARIETY in the Uppbeat column reads, 'Art Crippins orchestra currently at Trocadero Club, Hollywood, now being managed by C. R. A.'

aged by C.R. A.

Please make corrections as my orchestra is not under C. R. A. management and this is embarrassing to
me as its leader for almost three

A Fan on Duals, Etc.

A Fan on Duals, Etc.

Saranac Lake, Y,

Editor, VAniery:
Your editorial (ilms vs. Radio) is
very interesting, I agree to your
point on radio spoiling picture, attendance. But another very important point which would assure
larger audiences, and do away with
all 'iveaways,' would be improving
pictures themselves.' Saranac Lake
has one theatre. Three days a week
are devoted to bank night, etc. The
popular expression around here,
when going to a show is brought up,
is: Welt, the show is lousy, but it's
bank night and \$160,' or something,
to that effect.

We've discussed it here and we all
feel that we'd go more often if there
were better shows. In fact, with a
good show we would pay more. We
are not enough interested to bother
with two poor pictures, even with a
beeners admission and a chance af

and backgrounds. Elaborateness may go over occasionally, but simply con-structed pictures and quality stories and dialog and acting should, and would, we believe, draw just as well. Musicals, should have their place, but picture dramatizations should be

but picture dramatizations should be kept off radio.

If there were better pictures, there would be no need for double billing.

A good picture, a good newsreel some are pretty awful and many weeks behind time), and one or two weeks behind time), and one or two good shorts (such as Silly Symphony and a good educational picture) provide a good show. Grade C pictures should be boycotted, and even stopped completely. If better pictures were made, grade B pictures, together with giveaways, double features and poor attendance would become obsolete. Radio isn't the only enemy—it's the industry itself.

One thing more. Sound reproduc-

enemy—it's the industry itself.

 One thing more. Sound reproduction in many theatres is pretty bad.
 'Nuff Sed.

Plug for Major Chicago,

Plus for Major.
Chicago,
Editor, Vaniery.
I have been reading from time to time about how tough a time members of some of Major. 'units have, I am an amateur and have been ing for Major Bowes for nearly a year, off and on.
Once my engagement with a Bowes show was ended by my illness, and not only did the Major pay my expenses home for treatment, but paid for my doctor bills and other charges until I was able to go home. When I was able to work I got my job back again.

back again.

My salary with the units has always been fair one and has abled me to assist my parents and
to live well on the road.

The treatment I have received
from the managers of the units I

have been with has always been very kind, considerate and helpful, and the managers saw that all of us

and the managers saw that all of us lived in respectable hotels at a reasonable price.

I have been associated with various amateurs for nearly a year and I do not know where you will find a happier or more contented group of people anywhere.

I hope this will straighten out a lot of people who have formed the wrong ideas about how we amateurs are treated.

One for the Bard
New York, April 21.
Editor, VARIETY:
ISN't it a pretty sad commentary
on, current dramaturgy that one of
the leading organizations of the theatre is unable to fulfill its commitment to its subscribers because it is

atre is unable to fulfill its commitment to its subscribers because it is unable to cast properly any of the plays in its library. I am well aware that most of the good actors are now in Hollywood and diffcult to lure back to Broadway, but why should, plays be written which necessitate particular players or types?

In the palmiest days of the drama the play was the thing. If it was a good play, even though indifferently acted, it pleased. Today the trend seems to be toward specialization. If an actor cannot be found who will make an acceptable Napoleon or Charlotte Bronte, that play cannot be moduced. Writing good plays without particular reference to historical characters types might do much toward bringing the theatre, and particularly the road, back to its own.

It cannot be done with the drama It cannot be done with the drama aping the screen's star and type system but unable to compete with Hollywood on a financial parity. We must agai hark back to Shakespeare's times and make the play the thing. It hasn't been done, lately.

James R. Carstairs.

Summer Shows

(Continued from

(Continued from group last year, but matter will be taken up more strongly this season. IATSE is anxious to get in but has taken cognizance of the financial difference, and has announced, tention of making 'deals' wherever possible, and, ill not abide strictly by the union rules.

Queries at Vausery by phone, person, and mail, so early in season, indicate that the interest is still growing and that gatin a record-buster augurs. Interest, past and present, is not confined to producers or actors, but includes newspapers and critics' general coverage and other

show big branches. Fleld grew to that critics of dailies went out to review and look over various locations. VARIETY covers the tryout barns regularly, as do scouts for films and radio. Newspapers devoted whole two-page spreads to country maps, dotted with theatres and personnel last year, minus any immediate relast year, minus any immediate re-turn. Use of stars in tryouts and revivals with many screen, radio and legit names attending and perform-ing with barn troupes, is still an-other indication of the kudos the biz acquired.

Ten Week

Ten Week
Season starts around last week of
June and winds up after Labor
Day. Some start earlier and run
later, but average is about 10 weeks,
presenting an average of about 10
tryouts. Rest are revival plays and
past season bits, which where
the royalties come in heavily. As
usual the greatest number will be
around N. Y.; New England district
running second. Remainder are
spotted along the eastern seabourd
from Maine to North Carolina. There
are more scattered around the trom Maine to North Carolina. There are more scattered around the country. West Coast and south see a couple, but the midwest is almost totally devoid of the species, with exception of little theatre activity, and even that is limited. A couple in east are advanced to the point where they have already selected their companies and uest stars already.

Many Are Set

Those already announced for the new season are Max Liebman's Tam-iment theatre, Tamiment, Pa., Cen-tral City Opera House, Central City, Colo., Richard Aldrich in charge; new season are max Lieuman; Taminent theatre, Taminent, Pa.; Central City Opera House, Central City Colo., Richard Aldrich in charge; Charles O. Carey nas Harbor theatre, Governor's Island, N. Y., and plans others at Washington, New Milford and Danbury, Conn., and Litchfield, Mass.; Warren Players, Spring Lake, N. J.; Mary Young's Players, Centerville, Mass.; Robt. Henderson's Ann Arbor, Mich., Festival; Cliff Self's Auditorium theatre, Peapack, N. J.; Chew); Jack Stern's American Group Players, Elmhurst, L. I., N. Y.; Day Tuttle's and Richard Skinner's Westchester Playhouse, Mt. Kisco, N. Y., and Country Playhouse, Westport, Conn.; Robert Elwyn's Maverick theatre, Woodstock, N. Y.; Lodewick Vroom's Drone theatre, Locust Valley, L.I., N.Y.; Frank Carrington's American Group of the Control o

Nothing complete is yet definite.
Added to the projects listed above are:
Roadside theatre, Washington, opening in mid-June, ith Anton Hardt as director.
County theatre, Suffern, N. Y., iil open its fifth season on June 28; Norris Houghton directing; Joe Heidt on publicity.
Lakewood theatre, Skowhegan, Me, will bow in with American premiere of 'The Lady of La Paz,' which Edith Ellis adapted from novel by Elinor Mordaunt; dated July 5; Nance O'Neill starring; Melville Burke directing.
Actor-Managers will be at Newport Casino, starting July 13; third season; opening in late May for eight-week season.
Robert PorterReid's Barter theatre starts its fifth season at Abingdon, Va., on June 10.
Martin Burton plans a stocker at Grand Rapids, Mich., opening May 10.
Keene, N. H., Summer theatre

10. Keene, N. H., Summer theatre starts a seven-week season July 5; Freeman Hammond in charge. Starlight theatre, operated by Maryverne Jones, Pawling, N. Y., starts May 31 with 'Across the Blue'; Pauline Frederick starring.

Pauline Frederick starring.

Pauline Frederick starring.

Chapel Playhouse, Gullor

opens late in Juse in Carl

man in charge.

Connecticut Players, lymouth

Playhouse, Millord, Conn., starts

June 28. Will do eight revivals and

two tryouts in 10 weeks. Marcu

Merwin directs.

Ask George Ford, City Club, N. Y.,

Yanderbill 3-1816, about plans for

Berkshire Playhouse. Slockbridge.

Mass.; expects to start in Jun ith

William Miles i rge.

Hod Williams' band into Westchester, with WOR wir

Ran 2 Record-Smashing 440 Yd. Dashes in One Day!



RAY ELLINWOOD. sensational track star of the University of Chicago. clipped.3 second off the world's in-door 440-yard dash record in his first college meet.



HE DUPLICATED the feat 20 minutes later as anchor man on the relay team. Ray's start enables him to jump into the lead at the crack



THE FIRST FFW STRIDES, Ray unleashes almost explosive power And keeps driving!



JUST IMAGINE breaking the world's record twicethesameday! That takes stamina and endurance of high order.

OPERATING a steam-hammer can take it out of a man. Charlie Kimball (below) knows that. "Camels are my smoking pal," he says. "They help me keep hitting on all eight—give a welcome 'lift' in energy when I need it. Camels set me up and set me right!"



EVERY HOUR'S a busy one for attractive Claire Huntington (right), public stenographer. Yes, it's a strain," she says, "but it never gets too much for me. I'll tell you what I do. No matter how tired I get, smoking a Camel brings back my energy-puts new pep i me. Although Ismoke jangle my nerves."



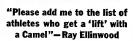
SURVEYOR William Barrett (left) speaking: "When I begin to feel below par, it's me for a Camel and that invigorating 'lift.' Being a Camel smoker,Idon'tknow what jangled nerves



FLYING is the favorite sport of Mrs. John W. Rockefeller, Jr. (above), of New York society. "It's wonderful when you're tired to get a cheering with a Camel." she says.



A gala show with Jack Oakie running the "college"! Holly-wood comedians and singing stars! Join Jack Oakie's Col-lege. Tuesdays—8:30pmE.ST. (9:30 pn E. D. S.T.), 7:30 pm C.S.T., 6:30 pm M. S.T., 5:30



NEVER realized how much Get a "lift" with a Camel' meant until I ran two recordbreaking quarters in one afternoon,"Ray continues."That's the time when I put on my supreme effort. Afterward a Camel helped me pull myself together-helped me change over from being tired to feeling full of pep. That night I ate heartily and digested my meal as well as ever. This convinced me 100% on the value of Camels 'for digestion's sake.'" At left, Ray enjoys a Camel after a hearty meal.

In every line of endeavoractive, hard-working men and women light up Camels to renew their vim and energy-to add more enjoyment to meals.



For Digestion's sake...smoke

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